OCTOBER 10, 1949 PRICE 25 CENTS

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

TECHNOLOGY DEPARTMENT

PUBLIC LIBRARY
OCT 10 1949
DETROIT

note, PLEASE...

More people watched the Brooklyn Dodger night games on WOR-tv, channel 9, during the September period covered by Pulse, Inc.'s television report, than those who watched the games on any other New York television station.

In fact, during the time when *all three* major television stations carried the games, WOR-tv averaged a 9.4 rating; the other two stations – an 8.8 and a 4.0.

THE POINT? Do you, sir, have some television shows on which you'd like to graft bumper ratings? We can talk to you now and televise your shows beginning October 11th.

our address is **WOR and WOR-tv**

at 1440 Broadway, in New York

IN THIS ISSUE: BUSINESS CYCLES AND BROADCASTING

an early spring?

Very early! It seems to be right on top of us—and all because we've been hot-housing new program ideas all summer. Eight new shows are scheduled to make their appearance.

For advertisers who want fresh ideas for selling we suggest an early call to WINS. Let our sales staff show you how these sparkling new shows can deliver big audiences at a consistently low cost per thousand.

- **CHILDREN'S HOUR,** 9-10 a.m. Saturday. Tales of fancy and adventure for children.
- **HOLLYWOOD BROWN DERBY,** 12:15-12:30 p.m. Mon.-Fri. Joy Hodges interviews celebrities from the Film Capitol.
- **BUSHELS OF FUN,** 12:30-1:00 p.m. Mon.-Fri. Quiz show with Jack Lacy as m.c. Also R. D. Wilbur Orchestra.
- **WISHBONE PARTY,** 12:30-1:00 p.m. Saturday. From Johnny Victor Theatre. Jack Lacy, m.c.
- **SONG PARADE,** 2-4 p.m. Mon.-Fri. Top recordings with Geoff Davis as m.c.
- **VINCENT FLAIR AMATEUR HOUR,** 10-10:30 Monday.
- **WEEK-END SKI REPORT,** 10:45-11:00 p.m. Thursday. Geoff Davis reporting.
- **WINS GRIDIRON ROUND-UP,** 5:45-6:00 Saturday. Also with Geoff Davis at the mike.

WINS
50KW NEW YORK

Crosley Broadcasting Corporation

YOU MIGHT GET A 1600-LB. BULL MOOSE*—

BUT . . . YOU WON'T BAG MUCH IN WESTERN MICHIGAN WITHOUT WKZO-WJEF!

WKZO, Kalamazoo, and WJEF, Grand Rapids, are doing the best radio job in Western Michigan, and we can prove it.

(1) These two CBS stations have an *unusually* high BMB audience throughout the prosperous Western Michigan area. (2) They both get *top Hoopers* in their home cities—a 58.4% Share of Audience for WKZO, Kalamazoo, and 26.8% for WJEF, Grand Rapids (Total Radio Periods, Mar.-Apr. '49). (3) By projection, you can figure that this means about *41.5% more urban listeners* than the next-best two-station combination in these two cities. Yet you get this great bonus audience at a *20% saving* over the next-best combination!

Write to us or ask your Avery-Knodel man for *any* specific information you need.

**F. D. Fetherston and D. G. MacDonald got one this size on the Magnassippi River, Quebec, in 1889.*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

Closed Circuit

PRESTONE anti-freeze through William Esty scheduling spot campaign in about 150 markets and Nutro anti-freeze through Wiley, Frazee & Davenport also planning spot coverage.

NOW THAT top echelon pay bill, which includes increases in pay for FCC members from $10,000 to $15,000 annually, is all but law, few if any changes in makeup of that agency are foreseeable. Chairman Wayne Coy intends to stay, and Comr. Frieda B. Hennock, who has been reported as gyrating from Junior Cabinet post to Ambassador to Denmark to Federal bench in New York, has no plans other than to sit tight here.

KENYON & ECKHARDT, New York, recommending spot announcement campaign for Borden's Instant Coffee this week.

REVERE CAMERA Co., Chicago, planning to pick up tab on *Date With Judy* early next month for airing full ABC network Thursday, 9:30-10 p.m. (CST). *Name the Movie*, Revere's current ABC show, will be dropped Nov. 3. Agency, Roche, Williams & Cleary, Chicago.

SET MAKERS concerned over Revenue Bureau proposal to apply 10% excise tax to TV sets tuning FM broadcast band. Average tax on TV set with FM tuner would jump from around $1.25 to $10 or more. One leading maker threatens to avoid tax by adding 15-cent switch so present tuner will no longer bring in FM band between upper and lower TV channels.

RAY OF hope observed among NARBA delegates at Montreal, who have set Nov. 1 as tentative target date for accord on allocations. Likelihood of recess dwindling as feeling develops that conference job can be finished by Christmas.

FOURTEEN of 70 new stations joining NAB last week gave as their reason for joining the active campaign for new radio business currently being staged by Maurice Mitchell and BAB.

NAB PRESIDENT Justin Miller will propose to next meeting of board in November that it reconsider its ruling reducing number of standing committees from 17 to 10. Judge Miller feels strong representative committee structure is essential to proper conduct of NAB affairs.

IS FCC quietly launching another inquiry into gambling going beyond broadcast of horse-racing result information? That question was posed last week after reports had been received that FCC attorney investigators were operating in western areas and practically rifling station files to ascertain whether announcements tying into legalized gambling

(Continued on page 78)

Upcoming

Oct. 10-12: Assn. of National Advertisers Convention, Waldorf-Astoria Hotel, N. Y.
Oct. 10-13: Society of Motion Picture Engineers Convention, Roosevelt Hotel, Hollywood.
Oct. 13-14: NAB Dist. 5, Roosevelt, Jacksonville, Fla.
Oct. 17-18: NAB Dist. 4, Carolina Inn, Pinehurst, N.C.

(Other Upcomings on page 34)

Bulletins

JUDGE Michael L. Igoe, in Federal Court in Chicago Friday, continued until next April 17 suit of Radio Features Inc. contesting the government's ban on giveaways. Reason given as desire to await outcome of networks' case in New York court.

SUIT by Donald Flamm, former owner of WMCA New York, against Edward J. Noble, chairman of ABC board, reported settled Friday on eve of retrial in New York Supreme Court. In first trial, which was reversed, Mr. Flamm won $350,000 verdict on charges Mr. Noble used force and duress in causing Mr. Flamm to sell WMCA to Mr. Noble for $850,000. Mr. Flamm and his lawyer, Philip Handelman, acknowledged settlement but said they consented with Mr. Noble not to disclose terms. Mr. Noble could not be reached Friday.

STATE DEPT. PROTESTS ALLEGED PROGRAM PIRATING

U. S. STATE Dept. has made representations to Mexican government protesting alleged pirating of World Series broadcasts by XEHF Nogales, Sonora, from KNOG Nogales, Ariz.

Similar protests made earlier in year by State Dept. on complaint of KNOG [BROADCASTING, July 11]. XEHF, just across border in Mexico, allegedly recording Series from KNOG and then translating into Spanish.

SURPRISE!

OPENING NBC closed circuit talk Friday afternoon, Niles Trammell said he had three surprises. First, story hadn't leaked out of NBC. Second, affiliates were hearing about action before reading it in press. Third, he was becoming NBC board chairman with Joseph H. McConnell becoming president (story, page 23).

Mr. Trammell said he first suggested this setup to David Sarnoff, RCA and then NBC board chairman, last December but didn't get approval until August because of RCA reluctance to let Mr. McConnell go. He predicted team of President McConnell and Executive Vice President Charles R. Denny would do "terrific job for affiliates."

Business Briefly

KELLOGG NAMES BURNETT ● Kellogg Co., Battle Creek, Mich., names Leo Burnett Agency, Chicago, to handle advertising for its Corn Soya. Radio and TV considered. Corn Soya is one of Kellogg products advertised on *Singing Lady*, ABC Sunday telecast.

SCHLITZ READY ● Schlitz Brewing Co., Milwaukee, about to sign *Halls of Ivy*, NBC series, with sponsor reported not satisfied with Fri., 8-8:30 p.m. period. Starting date likely to be in December. Agency, Young & Rubicam, N. Y.

GOP BUYS TIME ● New York State Republican Party through Ruthrauff & Ryan placing spots and chain breaks for John Foster Dulles on New York State stations.

3 WEINTRAUB ACCOUNTS TO SPONSOR 'VANITY FAIR'

THREE William Weintraub Co., New York, accounts to sponsor segments of *Vanity Fair* on CBS-TV starting at close of World Series. Programs to be telecast Monday-Friday, 4:30-5 p.m.

Seeman Bros. (Airwick) and Maiden Form Brassieres each to sponsor 10-minute portions Monday, Wednesday and Friday. Robeson Cutlery Co., Perry, N. Y., contracting for segments Tuesday and Thursday. Telecasts to be aired in New York, Washington and Philadelphia.

NAB DISTRICT 6 URGES UNIFORM TIME STANDARDS

RESOLUTIONS adopted at closing session of NAB District 6 Friday evening (early story page 29) included: Support of President Justin Miller's leadership; support of Broadcast Advertising Bureau project under direction of Maurice Mitchell; commendation of BMB activity under direction of Kenneth Baker with proposal that membership consider advisability of establishing "some acceptable form of coverage research organized on a firm financial and scientific basis"; commendation of contribution of Richard P. Doherty and Employe-Employer Relations Dept.; advocacy of clearance at source and per program licensing rights from ASCAP and BMI for TV music; approval of NAB's reorganization plan; reiteration of importance of establishing uniform time standards because of economic problem presented by Daylight Saving Time; and commendation of service of Henry W. Slavick, District 6 director, who retires this year after four years stewardship.

TAYLOR JOINS FIRM

TELFORD TAYLOR, pre-war FCC general counsel, has become member of New York and Washington law firm of Paul, Weiss, Wharton & Garrison. He attained rank of brigadier general in war and was chief of counsel for war crimes at Nuremberg.

XUM

KCMO

Kansas City's ONE and ONLY

50,000

watt station

810kc

Programmed for Mid-America Audiences

National Representative — John E. Pearson Co.

One Does It- in Mid-America!

ONE Station
ONE Rate Card
ONE Spot on the Dial
ONE Set of Call Letters

Can You PICK OUT THE FARMER?

IN THIS CROSS-SECTION OF INDIANA SHOPPERS

● It's hard to do. Those who own and till farms in Indiana are among those who can best afford to look affluent *because they have the cash!* The farm yearly income in WFBM's CENTRAL INDIANA area totals over three hundred million dollars. And the agricultural income of the State in 1948 was 7th highest in the nation.

With their higher than average incomes, Indiana farmers buy the better cars, best furniture and the finest farm equipment. Their children receive all the benefits of higher education.

WFBM keeps more than 67,000 farmers informed at 6:25 A.M. daily with "Farm News," and the "Hoosier Farm Circle" Monday through Friday, 12:30 to 1:00 P.M., and entertains the entire family with top-notch local and network shows all day long. If you want to reap a bountiful harvest of results, sow your selling messages where the soil is richest—on WFBM, Indiana's only basic CBS station.

First IN INDIANA ANY WAY YOU JUDGE!

WFBM INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint* — WOOD *Grand Rapids* — WEOA *Evansville*

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

IN THIS ISSUE . . .

McConnell NBC President; Trammell Board Chairman 22
U.S. Stands Firm at NARBA 22
Color Television Stories 24, 45
AAAA Appraises TV, Radio 25
Save BMB, Brorby Tells AAAA 25
Business Cycles and Broadcasting—by Richard P. Doherty 26
Rate Card Adherence Urged at District 6 29
Census Plan Endorsed at District 13 29
Shouse Urges Higher AM Power 30
Trend Seen in Yankee Station Leases 38
Peace Efforts Fail in TV Talent War 44
Theatre TV Scores in Series Success 44
No Fan-Fare for WOR-TV Official Opening 48

DEPARTMENTS

Agencies	10	An All Accounts	14
Allied Arts	66	On Dotted Line	28
Commercial	63	Open Mike	16
Editorial	42	Our Respects to	42
FCC Actions	68	Production	70
Feature of Week	14	Programs	61
Film Report	53	Promotion	64
Management	62	Telecasting	45
Network Accounts	12	Telestatus	50
New Business	12	Upcoming	34

FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; TV Set Count by Cities; How's Business
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
ART KING, *Managing Editor*
J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Audrey Boyd, Kathryn Ann Jones, Pat Kowalczyk, Estelle Markowitz, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

BUSINESS
MAURY LONG, *Business Manager*
Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Elaine Cahn; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATIONS AND READERS' SERVICE
JOHN P. COSGROVE, *Manager*
Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Grace Motta, Chapallier Hodgson.

NEW YORK BUREAU
250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

Copyright 1949 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

tomorrow's 1000 Watt

RADIO STATION WILL INSTALL THE GATES *AIR-CONDITIONED* BC1F Transmitter

THE ONLY COMPLETELY NEW ONE KILOWATT BROADCAST TRANSMITTER IN 1949

GATES RADIO COMPANY

MAIN OFFICE AND FACTORY—QUINCY, ILLINOIS
EASTERN ZONE OFFICE—WARNER BUILDING, WASHINGTON, D. C.
EXPORT—ROCKE INTERNATIONAL, 13 E. 40th, NEW YORK, 16

Today these stations are reaching more people, with more money to spend for their spot advertisers' products and services than ever before . . . .

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since 1932

NEW YORK CHICAGO

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000*
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	ABC	10,000
WISH	Indianapolis	ABC	5,000
KMBC	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000

MOUNTAIN AND WEST

KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

*CP

XUM

M-G-M comes to WASHINGTON *Naturally* on WMAL

THE M-G-M THEATER OF THE AIR—A FULL HOUR OF TOP DRAMATIC ENTERTAINMENT every Sunday nite from 10 to 11 on WMAL! Hollywood's top stars present all-time movie hits . . . above Margaret Sullavan goes over the script of "Shopworn Angel" with Howard Dietz famous playwright and host on The Theater of the Air—it's one of the eight M-G-M exclusives on WMAL . . . inquire today!

THE ADVENTURES OF MAISIE—Yes, it's Ann Sothern as the gal with the happy faculty for finding trouble and excitement—and, yes, it's another M-G-M exclusive on WMAL! (Also available in this great package—"Crime Does Not Pay," "At home with Lionel Barrymore," "Hollywood USA" and George Murphy with "Good News from Hollywood.")

THE ADVENTURES OF DR. KILDARE—another great film series adapted for radio for the first time and starring Lew Ayres and Lionel Barrymore. For listeners and advertisers it means two famous stars in an exciting half hour with a ready-made audience and wonderful entertainment!

THE HARDY FAMILY—Mickey Rooney, Lewis Stone, and Fay Holden bring their famous family to the air waves for the first time and it's another WMAL exclusive in Washington! Let us tell you how you can sponsor this hilarious half hour in the great Washington market!

The Entire M-G-M Package Is Now Available in Washington . . . Inquire Today!

WMAL-TV

WMAL

THE EVENING STAR STATIONS

WASHINGTON, D. C.

WMAL-FM

Agencies

JAMES MacDONALD, former CBS and Toni Co. publicist, appointed to newly created post of manager of radio and television publicity for McCann-Erickson Inc., New York. He formerly was director of radio at New York House Agency for Toni Co., Chicago. Prior to that he worked with Benjamin Sonnenberg Public Relations Agency on Toni Co. and Philip Morris Co. accounts.

HENRY BERLE, president of Campbell-Sanford Adv. Co., Cleveland, transfers headquarters to Chicago "To provide better service for western and mid-western accounts."

EDWIN A. HAMALA named New York regional account executive for Beaumont & Hohman Agency to work with distributors and regional sales managers of Whirlpool Div., Nineteen Hundred Corp., in development of cooperative advertising campaigns. He was associated previously with Jack & Heintz Precision Industries, Cleveland, and Premier Vacuum Cleaner Div., General Electric.

S. G. TOPPING joins staff of Wright & Assoc., Chicago agency, as assistant to **WILLIAM E. WRIGHT**. He worked formerly at Schwimmer & Scott, same city.

FRANK WALDECKER, announcer for Ronson Lighter's *Twenty Questions* joins radio and television department of Grey Advertising, New York, in addition to his announcing duties.

BOB WAHL, formerly producer-director for WFIL-TV Philadelphia, joins radio-TV department of Gray & Rogers Adv., same city.

J. W. (Jack) BRADFUTE, formerly with General Outdoor Adv. Co. and J. Walter Thompson Co., both Chicago, and Maxon Inc., Detroit, and most recently with W. Earl Bothwell Inc., Pittsburgh, promoted to director of research and marketing for Bothwell. He transfers to New York office about Oct. 15.

ROBERT H. SCHUBERT, formerly continuity director of KWDM Des Moines, Iowa, named radio-TV director of W. D. Lyon Co., Cedar Rapids, Iowa.

LAWRENCE D. BENEDICT, formerly with Tucker Wayne Agency, Atlanta, Ga., as account executive and vice president in charge of sales and merchandising, joins Compton Adv., New York, as account executive on Instant Chase & Sanborn Coffee account. **LLOYD DURANT**, formerly with Transfilm and RKO Pathé, joins Compton radio department as producer of television commercials.

JOHN GRATZA joins account staff of Simmonds & Simmonds, Chicago, after working as assistant account executive at Fensholt Co., same city.

HAL STECK, radio and copy chief of McCann-Erickson, New York, resigns to head his own radio and video writing service.

DeMUNN & McGUINESS Agency organized at 221 N. La Salle St., Chicago, by **MEL DeMUNN**, former account executive at Campbell-Sanford, Chicago, and **DONALD McGUINESS**, former Chicago manager of same agency. Firm which will specialize in advertising and promotion for farm-market products, opens with 17 accounts.

CHET BROUWER, former radio, publicity and television director at N. W. Ayer & Son, Hollywood, transfers to Chicago office as client contact man for Sealtest with *Kukla, Fran & Ollie*, NBC-TV, five-a-week, 6-6:30 p.m. Mr. Brouwer, who has been with Ayer for four years, will also handle K F & O publicity.

ALLEN M. WHITLOCK, former associate advertising manager for Jello-O Div., General Foods Corp., New York, joins Doherty, Clifford & Shenfield Inc., also New York, as executive on Vacuum Foods Corp. account.

THOMAS DESTELLE, former copywriter with W. W. Garrison & Co., Chicago, joins Tim Morrow Adv., also Chicago, as copy chief.

JAMES S. MACVIKAR, formerly with BBDO and Ruthrauff & Ryan, joins Benton & Bowles, New York, as an account executive.

CECIL & PRESBREY opens Hollywood offices at 6253 Hollywood Blvd., with **RILEY JACKSON** as head. Telephone: Hempstead 2324.

New Addresses: S. FREDERIC AUERBACH Co. New York, moves to new quarters at 1819 Broadway. **A. L. ADKINS Co.**, San Francisco agency, moves to new offices at 55 Montgomery St. **TIM MORROW Adv.**, Chicago, moves to larger quarters on 23rd floor at 75 E. Wacker Dr.

MEMO TO:

WORLD - AFFILIATES ONLY!

ANOTHER SENSATIONAL WORLD 1ST WILL BE SENT YOU ON OCTOBER 15TH!

HAVE YOUR SECRETARY BE ON THE LOOKOUT FOR THIS PACKAGE OF SALES DYNAMITE!

Minister Without Portfolio Travels Light

He — and members of his staff — get around. They're looking for the low-down on what's going on. He says, "The only reason I have the listening audience I have is because over a period of years I have told the public the truth and they have known that I was telling them the truth, and subsequent events have proven that I was doing so . . ."

He's a minister without portfolio, serving his loyal audience with alert and acute analyses of "the top of the news as it looks from here."

Currently sponsored on more than 300 stations, his broadcast—the Fulton Lewis, Jr. program — is the original news co-op. It offers local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your Mutual outlet — or the Co-operative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).

New Business

AARON HEATING SERVICE, Chicago, names Wright & Assoc., same city, to handle its advertising. Radio will continue to be used.

DEVOE & REYNOLDS starting test campaign in Rochester, Minn., using 1 spots weekly for six weeks. Agency: J. Walter Thompson Co., New York.

ARIZONA CANNING Co., Phoenix (Sun Vista products), starts for 13 weeks half-hour television audience-participation show *Just for Fun* on KFI-TV Los Angeles. Following test, market by market campaign will be used on Pacific coast. Agency: Rockett & Lauritzen, Los Angeles.

CALIFORNIA LIMA BEAN GROWERS Assn., Oxnard, Calif. (Seaside canned and celophane packed lima beans), starts 11-week spot campaign on 10 stations in that number of markets around country. Spots will run from two to seven weekly on following stations: WGL Fort Wayne; WAPI Birmingham; WTAM Cleveland; KDKA Pittsburgh; KTRH Houston; WFBC Greenville, S. C.; KYW Philadelphia; WAVE Louisville; WFBR Baltimore; WSPD Toledo. Additional markets will be used later. Agency: Mogge-Privett Inc., Los Angeles.

PETER PAUL Inc., Naugatuck, Conn. (Mounds, Almond Joy candy bars), appoints Brisacher, Wheeler & Staff, San Francisco and New York, to direct national TV advertising campaign. Agency's San Francisco office already handles company's radio and other advertising in 11 western states.

JOHN F. JELKE Co., Chicago (Margarine), starts one-minute spots in six national markets. Large-scale radio plans scheduled later in year. Agency: Tatham-Laird, Chicago.

CHEVROLET Dealers in Los Angeles and New York sponsoring *Pantomime Quiz* on KTTV (TV) Los Angeles and WCBS-TV New York, respectively. Program, which started live on KTTV Sept. 20, is repeated by kinescopic recording on WCBS-TV. Campbell-Ewald Co., New York, is agency.

ASSOCIATED SALMON CANNERS of British Columbia, Vancouver, start spot announcement campaign, varying from three to five spots daily, on 40 Canadian stations until next May, with recess during January and February. Agency: James Lovick & Co., Vancouver.

LUCKY TIGER Mfg. Co., Kansas City (hair tonic), names Grant Adv., Chicago, to handle advertising.

BERMAN'S House of Style, Los Angeles (men's suits), appoints Ross, Gardner & White Adv., that city, to handle advertising. Firm now co-sponsoring half-hour weekly program *Adam's Alley* on KLAC-TV Hollywood and participations on KTLA (TV) that city, plans further use of television in that area.

Network Accounts • • •

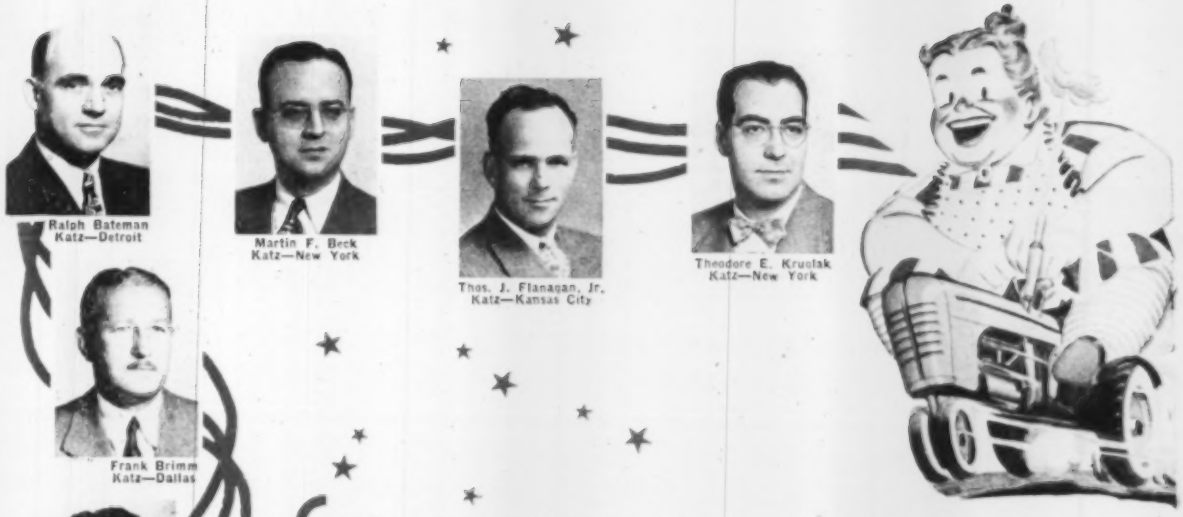
CLUB ALUMINUM PRODUCTS Co., Chicago, through Leo Burnett Co., also Chicago, renews *Club Time*, on ABC, Tues. 10:45-11 a.m. Firm has sponsored show since Oct. 30, 1945, on behalf of its household utensils, and renewal is effective Nov. 1, covering 66 ABC stations.

RAY MOTORS, Chicago, signs for half of wrestling matches Saturday, 9 p.m. on WGN-TV Chicago for 52 weeks through Kaufman & Assoc., same city. Program is fed to DuMont network for cooperative sponsorship in other cities.

Adpeople • • •

STEVE RICHARDS, for past 10 years staff member of Kudner Agency, New York, handling publicity on Fisher Body and Buick accounts, placed in charge of public relations for Buick Motor Div. of General Motors.

RONALD B. HAYES, formerly advertising and merchandising manager for Spreckels Sugar Co., joins International Minerals & Chemical Corp., Amino Products Div., San Francisco, to conduct educational advertising campaign.



Ralph Bateman
Katz—Detroit

Martin F. Beck
Katz—New York

Thos. J. Flanagan, Jr.
Katz—Kansas City

Theodore E. Krumlak
Katz—New York

Frank Brimm
Katz—Dallas

Michael J. Flynn
Katz—New York

A. J. Underwood, Jr.
Katz—Detroit

David H. Decker
Katz—Chicago

Abe Doris
Katz—New York

GENTLEMEN, here's a buxom beauty worth cultivating! Popular? A 1948 diary study showed that listeners prefer her 94.7% of the time over 43 rivals mentioned. Influential? She reigns supreme over the world's richest agricultural area — 308 counties in Minnesota, the Dakotas, Nebraska and Iowa — accounting for nearly $3-billion in net farm income last year. Ask for an introduction through one of her admirers shown here. ***One date with BIG AGGIE will make you mad for matrimony.***

Too bashful to be photographed, these stalwarts are nevertheless ardent admirers of BIG AGGIE. Let them give you the lowdown.

Richard B. Stark, Katz—New York
William W. Joyce, Katz—Chicago
Walter E. Nilson, Katz—Chicago
Robert Salk, Katz—Chicago

Stanley J. Reulman
Katz—Los Angeles

Morris S. Kellner
Katz—New York

Fred M. Bell
Katz—Atlanta

William S. Wright
Katz—New York

Harry M. Harkins
Katz—Atlanta

Roy Miller
Katz—Chicago

Donald C. Staley
Katz—San Francisco

WNAX

A Cowles Station *Affiliated with ABC*

570 KC — 5,000 WATTS

SIOUX CITY YANKTON

for profitable selling—
INVESTIGATE

WGAL
WGAL-TV
LANCASTER
PENNA.

WKBO
HARRISBURG
PENNA.

WORK
YORK
PENNA.

WRAW
READING
PENNA.

WEST
EASTON
PENNA.

WDEL
WDEL-TV
WILMINGTON
DEL.

Represented by
ROBERT MEEKER ASSOCIATES
Los Angeles · New York
San Francisco · Chicago

STEINMAN STATIONS

Feature of the Week

HOW many times has it been said the radio industry is only as good as the men in it? Judge the industry's mettle in this story from central Kansas:

An automobile accident the night of Oct. 1 on a highway near Ottawa, Kans., killed James Jones and another passenger. Also in the car and suffering back injuries were Mrs. Jones and James Jobes. All three of these persons were connected with KOFO, an Ottawa station only ten days in existence. The mishap badly crippled the station's operations. Mr. Jones was commercial manager and announcer; his wife, copywriter; and Mr. Jobes, general manager and announcer.

Steven Madden, program director at nearby KPRS Olathe, immediately got busy to carry out a "Kansas neighbor's job." He realized KOFO had only the chief engineer and one other announcer to carry on after he listened to the station's morning broadcast of Oct. 2. "They have been on the air 10 days and we know how tough the first few weeks can be. We have been on the air in Olathe for three months," he said.

Mr. Madden dispatched two men to KOFO, Announcer Duane Charles and Blaine Phillips, copy writer-salesmen. He then searched for an engineer. The Olathe *Mirror*, weekly newspaper, reported Mr. Madden and L. H. (Tex) Witherspoon, president and general manager of KPRS, were swamped at their own outlet with phone calls from radio personnel offering assistance.

Mr. Madden said: "We are just 39 miles apart and probably competitors, but in this instance we are trying to be just good Kansas neighbors." Ernest W. Miller, managing editor of the *Mirror*, added his own verdict in these comments to BROADCASTING: "This speaks well for the radio profession and extremely well for the caliber of men in radio. Both KPRS and KOFO might be said to be competitors of our newspaper . . . as both reach into our news field . . . many of our advertisers are their clients. Personally, we are not greatly concerned . . . the more advertising firms use the better customers they become because of the effect advertising has on their business volume."

On All Accounts

IN commenting on the extensive background of Rodney (Rod) Erickson, recently appointed supervisor of operations for the radio and television department of Young & Rubicam, New York, one agency man observed, with more point than literal accuracy, "Rod has run the scale of dramatic experience from Chattanooga, Tennessee, to Tennessee Williams."

Actually there is no record of Mr. Erickson's presence in the Southern metropolis, but it has been reliably established that he spent his student days at the U. of Iowa as classmate and co-worker in the arts with the celebrated playwright.

After his graduation from Iowa, where he majored in radio and dramatic art, Mr. Erickson began his monumental sweep of the radio regions by becoming director and writer of *The Bowery Mission* on WHN New York, followed by a directorial stint at KFEQ St. Joseph, Mo. Next he journeyed to Washington, D. C., to serve NBC in a similar capacity.

In 1940 Rod spent some time as director and producer with a summer theatre group in Hunterdon County. That fall he went to WHP Harrisburg as a freelance producer, and in the spring of 1948 he returned to New York and joined the production staff of CBS. There he directed such shows as the *Goodman Ace* program, the *Court of Missing Heirs*, and the *Spirit of '41*. Two years later he joined Foote, Cone & Belding as assistant head of the radio department.

Continuing his spiral, Rod moved with John Loveton, then head of FC&B radio, to form their own agency. After which he returned to NBC to direct the program *Everything Goes* and the *Jack Kirkwood Show*. In January 1944 he joined Procter & Gamble in Cincinnati as radio consultant. There he supervised approximately 41 network shows and worked with seven advertising agencies. After almost three years with P&G he returned once again to New York in 1946 as director of program operations for WOR. A year later he rejoined FC&B as radio account executive on Toni.

ROD

In March 1948 Mr. Erickson became associated with Young & Rubicam as producer on the *We, The People* show. While in that

(Continued on page 74)

THE LONG ISLAND STORY

BUSINESS IS GOOD IN NASSAU COUNTY!

BANK DEBITS - 8 Months
1948 . . $1,701,068,000.00
1949 . . $1,813,671,000.00

BANK DEPOSITS - 6 Months
1948 . . . $496,829,976.00
1949 . . . $535,688,316.00

NEW HOUSING UNITS - 6 Months
1948 5,361
1949 5,658

WHLI ADVERTISING VOLUME
Highest in station's history

Data Sources:
Nassau County Clearing House Association, Federal Home Loan Bank, Nassau County Planning Commission

AM WHLI FM
HEMPSTEAD, LONG ISLAND, N.Y.
ELIAS L GODOFSKY President

The Case of the Fast Moving Houses

• A Salt Lake City realtor with a new development 12 miles outside the city wanted fast action. He came to us.

We short-waved a colorful on-the-spot description of the houses. With KDYL's big audience, this promotion did the job: 12 houses ranging in price from $7800 to $8750 *were sold that afternoon!*

KDYL and KDYL-TV get the same kind of quick results for all lines of merchandise. Local advertisers found that out long ago.

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION
Salt Lake City, Utah
National Representative: John Blair & Co.

The production of Hybrid Corn . . . that means BIG ears . . . and BIG crops . . . is a BIG industry in the BIG KFAB area. Much of the HYBRID corn produced and sold in the BIG middle west is advertised and sold on the BIG station KFAB, broadcasting with 50,000 powerful watts from the heart of the BIG corn producing area.

50,000 WATTS

KFAB

Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.

General Manager, HARRY BURKE

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Lauds 'Telestatus'

EDITOR, BROADCASTING:

I have been reading your TELESTATUS REPORT series with great interest for quite some time. . . .

. . . They have been extremely worth while articles. . . .

Doug Burch
Television Dept.
Benton & Bowles
New York

* * *

Not Only in Florida

EDITOR, BROADCASTING:

Catching up on a couple of issues of BROADCASTING—missed while out of town—I note from the OPEN MIKE section of Sept. 12, that Tom Watson WSWN Belle Glade, Fla., thinks that your writers have failed to appreciate the velocity or just plain force of recent local winds—in which he takes understandable pride.

I suggest you answer him as follows: "The difference between 122 and 140 mile-an-hour winds is hardly noticeable up here, in fact many competent observers consider this place the windiest location on the planet. Between its politicos great and small, five-percenter hearings, espionage trials, FCC pronouncements on lotteries, etc, etc, Washington has gained an enviable reputation as 'The Cave of the Winds"—they blow in all directions, at all degrees of intensity, all of the time.

John F. Clagett
Washington, D. C.

Praise From AAR

EDITOR, BROADCASTING:

I have just read J. Frank Beatty's article about *The Railroad Hour* in the Oct. 3 issue of BROADCASTING.

It is a highly interesting and informative story about our radio program and what the industry is trying to accomplish through the medium of radio.

. . . we are sending reprints of the article to railroad presidents and officials responsible for the industry's public relations activities.

William T. Faricy
President
Assn. of American Railroads
Washington

* * *

EDITOR, BROADCASTING:

Just a note to tell you that we think J. Frank Beatty wrote an excellent piece in the current issue of BROADCASTING about the *Railroad Hour*. . .

Albert R. Beatty
Asst. Vice President
Assn. of American Railroads
Washington

* * *

Lauds Railroad Story

EDITOR, BROADCASTING:

I want to congratulate you and Mr. Beatty on the excellent story in the Oct. 3 issue of BROADCASTING on *The Railroad Hour*. The story was extremely interesting and I know will be widely read and discussed. We are, as you know, proud to have this fine program on our network, and we are particularly pleased that it fits in so well with our other fine musical programs of Monday night.

Niles Trammell
President, NBC
New York

* * *

LeBlanc Story

EDITOR, BROADCASTING:

I was interested in reading your story of LeBlanc offering $2,000.00 in prizes in your issue of Sept. 19. Of course, you can twist a story and make it appear altogether to the disadvantage of the person about whom you are writing.

BUT—if you knew Mr. LeBlanc as we do, you would never have written such a story. In the first place, Senator LeBlanc is one of the outstanding citizens of this State. He is president of the Association of Louisiana Acadians numbering possibly a half a million; he is President Pro Tem of the Senate; and actually, he is about the best promoter that I have ever had the pleasure to meet.

When he explained to me this deal, the idea of wanting to chisel was a remote one. He explained to me that he owed his success to the radio. We had put his product on the map and that he wanted to develop among the radio stations a greater service to their advertisers.

LeBlanc figures, and justly so, that we, the radio stations, should meet competition and should do more than our competitors for every dollar spent. The idea was to see that every radio station in his territory consult with his outlets and obtain from them what they thought should be done in the way of advertising for which certainly, LeBlanc does not mind paying because I figure he'll spend over one million dollars with the

(Continued on page 20)

THE SOUTH BEND MARKET MUST BE COVERED . . . AND ONLY

WSBT COVERS IT!

WSBT *completely* covers this market—and what a market! Its heart is South Bend and Mishawaka, two adjoining cities with a combined population of 157,000. The *total* population of the South Bend market is over half-a-million, while 1948 retail sales totaled more than half-a-*billion* dollars!

In addition to its complete coverage of the South Bend market, WSBT's primary area includes another million people who spent 911 million dollars in retail purchases last year!

The South Bend market is one of America's biggest and best. It must be covered! It *is* covered by one station—and only one. No other station, Chicago or elsewhere, even comes close.

WSBT

WSBT duplicates its entire schedule on WSBT-FM—at no extra cost to advertisers.

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

THE WEST'S MOST POWERFUL INDEPENDENT

KMPC

SPORTS STARS HEARD EXCLUSIVELY

Over KMPC

BOB KELLEY, Sports Director, who presents the "Parade of Sports" for Firestone Tires and PDQ Gasoline. The sportscaster for KMPC's exclusive broadcasts of the Los Angeles Angels baseball club, the Los Angeles Rams National League Professional football club and the Los Angeles Open Golf tournament.

HAL BERGER, the "Dean of West Coast Sportscasters", who for many years has presented a daily major league baseball game. Picking the outstanding game of the day, Hal Berger recreates the contest to big audiences throughout Southern California.

JOE HERNANDEZ, a noted track authority, recreates the racing program from one of California's favorite tracks daily. The Joe Hernandez program, for many years, has been a top audience leader among all programs produced locally in Los Angeles.

Other sportscasts aired exclusively in Los Angeles over KMPC:

National Open Golf Tournament · P. G. A. Golf Tournament
Davis Cup Matches · Glendale Open Golf Tournament
· National Tennis Championship Matches

KMPC

"THE WEST'S MOST POWERFUL INDEPENDENT"

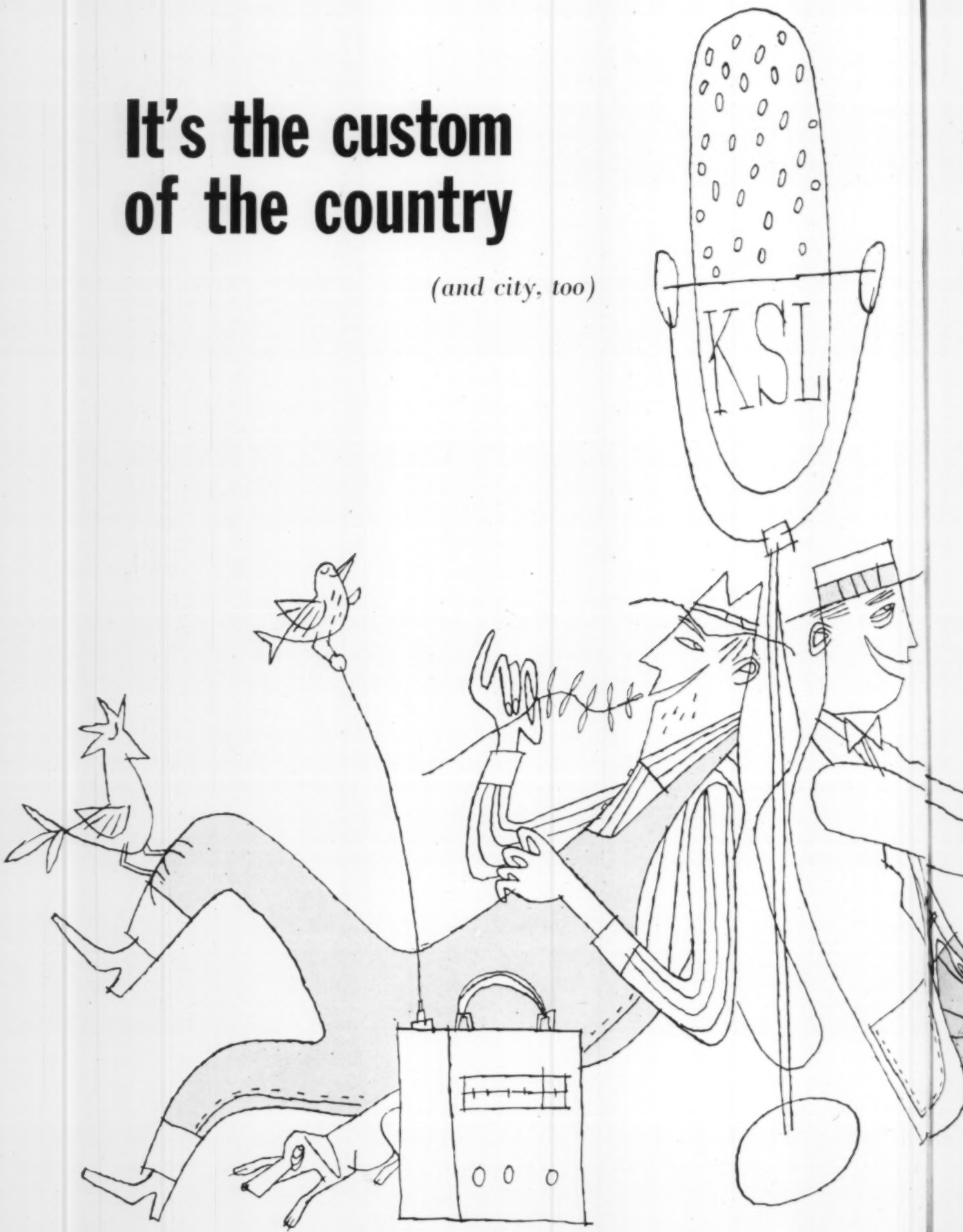
- Leading in Sports -

50,000 WATTS
10,000 watts at night

★ PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE ★

It's the custom of the country

(and city, too)



IN SALT LAKE CITY, KSL delivers the biggest audience throughout the entire week. An average rating of 11.4! 34.9% of all listeners!

IN 73 "OUTSIDE" COUNTY UNITS, KSL also captures the lion's share of the week's listeners. An average weekly rating of 9.4! 32.2% of the audience!

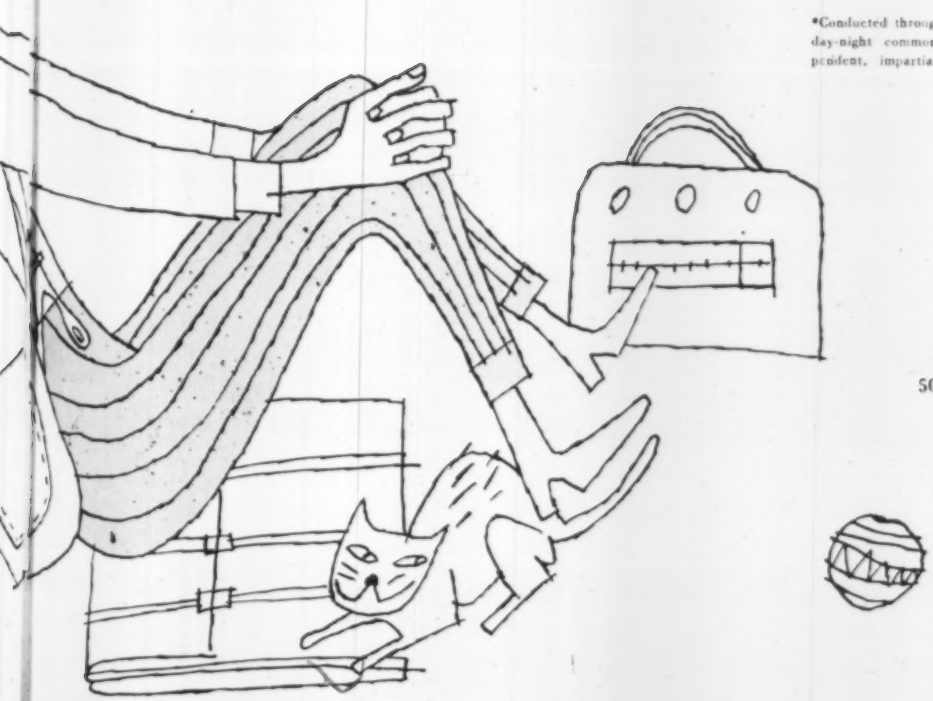
Throughout ALL Intermountain America . . . .

KSL is far ahead of all other stations ***and regional networks.*** Commands an average rating of 9.9 . . . 32.9% of all listeners all week long!

These are the significant facts culled from the KSL Listener Diary, the most complete study of listening habits ever made in KSL's BMB Audience Area* — a market where one million people buy one billion dollars worth of retail products a year. This new Listener Diary proves conclusively that in Intermountain America most people (country-folk and city-dwellers alike) make a habit of listening most to KSL.

To get customers in Intermountain America, follow the custom of the country . . . and city, too. Use KSL: ***for KSL costs less per customer than any other station or regional network.***

*Conducted throughout KSL's BMB 50-100% day-night common coverage area, by independent, impartial Benson & Benson, Inc.



KSL SALT LAKE CITY

50,000 WATTS · CBS

Represented by RADIO SALES

XUM

READ

by more agency-advertiser executives than any other radio or TV journal

Only **BROADCASTING brings together the week in radio and TV.** Spot news—largely unduplicated elsewhere — new business, agency-advertiser personnel changes, program, promotion ideas, talent news and costs . . . **all easily read and quickly grasped.**

ADVERTISERS read **BROADCASTING**—to know everything that will make their radio-TV advertising more productive, more economical.

ADVERTISING AGENCIES read **BROADCASTING**—to do a better, more complete job for their clients.

STATIONS, NETWORKS, SERVICES read **BROADCASTING**—to learn quickly and reliably what is happening, week by week, in their business.

If **YOUR business concerns radio-television you need BROADCASTING-TELECASTING**—the only authentic reporter of every significant development in the field of mass radio communitions.

$7.00 includes 52 weekly issues and the 1950 Yearbook.

Name

Street

City Zone State

I enclose _____ Please Bill Me ☐

BROADCASTING • TELECASTING NATIONAL PRESS BLDG. WASHINGTON 4, D. C.

Open Mike

(Continued from page 16)

radio stations in the 12 months.

Another thing, it wasn't compulsory for any of the radio stations to join or to participate in this contest.

W. Eugene Jones
General Manager
KSLO Opelousas, La.

* * *

Hit Shriver's View

EDITOR, BROADCASTING:

This "letter to the editor" has been occasioned by the comments of William H. Shriver Jr. of the National Council of Catholic Men. He seems to find fault with the Sept. 12 ad of the Pacific Northwest Broadcasters carried in BROADCASTING.

Frankly, I'm not vitally interested in the Pacific Northwest Broadcasters. I'm not especially over-sexed and the comments I voice are purely those of a better-than-average educated, moral-enough young man of 28 who spent almost ten years in radio. They are not to be construed as the opinions of the stations which have employed me.

. . . I will fight as well as anyone for the right of any religious group to worship as it sees fit. Nonetheless, I resent with all my heart and soul (for which they may pray) every encroachment by the Catholics on MY rights and privileges. I loathe their bigoted Legion of Decency which passes on what I see in the movies. I regret the insidious propaganda of the advertisements by the Knights of Columbus which appear in my newspaper.

I trust that Mr. Shriver wrote in utmost sincerity—so do I. I would prefer that he kept his missionary campaign to himself and within the confines of such Catholic publications as would be appropriate. Leave my BROADCASTING alone.

Del Roy
WKYW Louisville, Ky.

* * *

EDITOR, BROADCASTING:

"P" is for Pacific, but often stands for Prig;
"R" is for Radio, which in the West is big.
"U" is for Unique, like the Pacific Northwest ad;
"D" is for Dainty-waists who think that sex is bad.
"E" is for Entrancing, which that girlie surely was;
And P-R-U-D-E? That stands for Shriver, Jr.,
With all his oh's and ah's!

John V. McKinney
Clinton, N. Y.

* * *

KSAN Corrects

EDITOR, BROADCASTING:

On page 66 of the Sept. 19 issue you ran an article that was a bit misleading. It concerned the broadcasts of the Fortyniner football games.

KSAN was the originator of the network and through the efforts of Mr. Lee Mikesell, general manager of this station, the network was formed and the account sold. We continue to be the key station and originate the games.

Clint Sherwood
Program Director
KSAN San Francisco

[Editor's Note: Sorry to mislead. Our story was based on a Radio Diablo Inc. San Bruno, release which read: "The network is unique inasmuch as station-to-station transmission is accomplished by off-the-air pick-up of the program as transmitted by the originating FM station, Radio Diablo KSBR."]

* * *

Cites DST Cost Story

EDITOR, BROADCASTING:

. . . I think . . . the story on the "Cost of DST" appearing on Page 30 of your Sept. 26 issue should be clarified as to the burden of expense assessed against the network affiliates who remain on standard time.

Your story . . . certainly gives the impression . . . the costs are borne by the networks alone. . . .

. . . We feel certain . . . KFEL is not the only station which has protested the networks' policy of assessing the affiliates which remain on standard time without requiring the affiliates which changed to daylight time to bear their proportionate share of the expense. We protested this policy vigorously both in 1948 and in 1949.

As a matter of fact we signed our authorization for Mutual to include KFEL in the Daylight Savings plans for 1949 under protest, which read as follows:

"It is also understood that in signing this agreement, KFEL shall be on record as protesting the discriminatory practice of the Mutual Network in requiring only those stations remaining on Standard Time to bear this burden, rather than porportioning the cost among all Mutual affiliates including those who change to Daylight Saving Time who we believe derive MORE benefit from the plan than the Standard Time Stations."

It is our sincere hope that the networks will take steps to discontinue this discrimination . . .

Gene O'Fallon
Manager
KFEL Denver

* * *

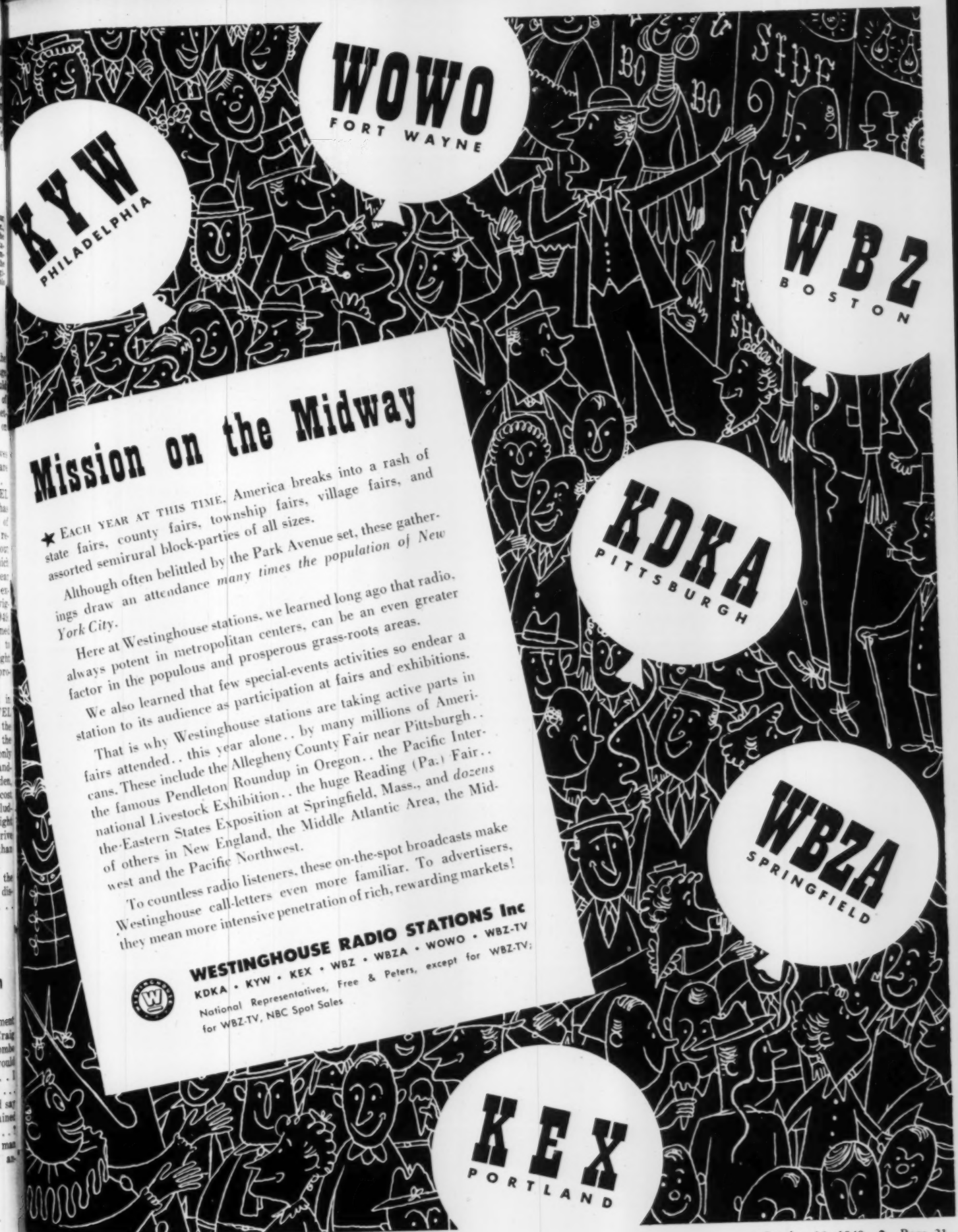
More on 'Combo' Men

EDITOR, BROADCASTING:

In the . . . Sept. 12 . . . comment on "combo men" . . . Mr. Craig states . . . if it wasn't for combo men many small stations would have to close their doors. . . . I wonder what would happen if . . . our garages or hospitals would say they couldn't afford to hire trained mechanics or trained nurses . . . ?

I have . . . yet to find one man that can fill the position of announcer and engineer.

Clarence L. Towe
Chief Engineer
KGVO Missoula, Mont.



Mission on the Midway

★ EACH YEAR AT THIS TIME, America breaks into a rash of state fairs, county fairs, township fairs, village fairs, and assorted semirural block-parties of all sizes.

Although often belittled by the Park Avenue set, these gatherings draw an attendance *many times the population of New York City.*

Here at Westinghouse stations, we learned long ago that radio, always potent in metropolitan centers, can be an even greater factor in the populous and prosperous grass-roots areas.

We also learned that few special-events activities so endear a station to its audience as participation at fairs and exhibitions.

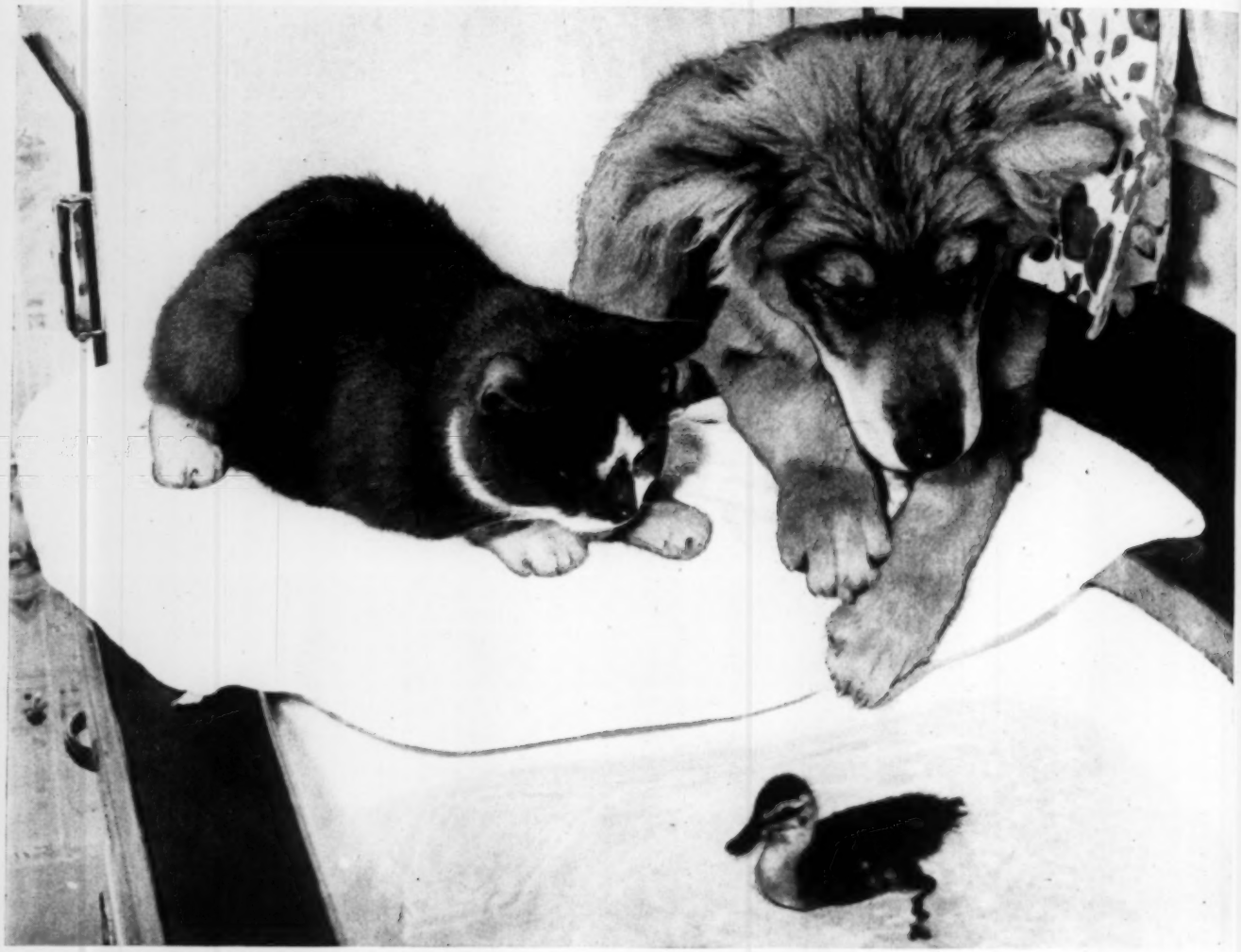
That is why Westinghouse stations are taking active parts in fairs attended . . this year alone . . by many millions of Americans. These include the Allegheny County Fair near Pittsburgh . . the famous Pendleton Roundup in Oregon . . the Pacific International Livestock Exhibition . . the huge Reading (Pa.) Fair . . the-Eastern States Exposition at Springfield, Mass., and *dozens* of others in New England, the Middle Atlantic Area, the Midwest and the Pacific Northwest.

To countless radio listeners, these on-the-spot broadcasts make Westinghouse call-letters even more familiar. To advertisers, they mean more intensive penetration of rich, rewarding markets!

WESTINGHOUSE RADIO STATIONS Inc

KDKA • KYW • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales



HOME MENAGERIE

At first, the cat was the only pet in this home. Then a stray dog was added. And finally, a baby duck. They all became great friends.

W-I-T-H has a way of making great friends, too—by producing the lowest-cost sales of any station in Baltimore. W-I-T-H, you see, delivers more *home* listeners-per-dollar than any other station in town. And *in addition* to this biggest home audience, a recent survey made under the supervision of the Johns Hopkins University showed that of all radios playing in drug stores, 34.6% were tuned to W-I-T-H.

That means that even *small* investments on W-I-T-H produce *big* results. If you'd like the whole, exciting story about W-I-T-H, call in your Headley-Reed man.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • *Represented by* HEADLEY-REED

BROADCASTING
TELECASTING

Vol. 37, No. 15 WASHINGTON, D. C., OCTOBER 10, 1949 $7.00 A YEAR—25¢ A COPY

McCONNELL NBC PRESIDENT

Trammell Board Chairman

By ED JAMES

JOSEPH H. McCONNELL, 43-year-old executive vice president of RCA, was elected president of NBC last Friday. Niles Trammell, 55, president of the network since 1940, became chairman of the NBC board.

The change clears the way for the complete reorganization of the network.

As chairman of the board, Mr. Trammell will remain active in NBC, it was officially announced, but will be relieved of administrative duties. Regarded even by grudging competitors as one of the best salesmen in radio, Mr. Trammell will concentrate his energies in sales as well as talent and station relations, it was said.

Mr. Trammell assumes a position relinquished by Brig. Gen. David Sarnoff, who is also chairman of the board and chief executive officer of RCA. Gen. Sarnoff remains a member of the board of the RCA broadcasting subsidiary.

The elevation of Mr. McConnell, a crack administrator, was regarded as a logical curtain opener in the projected reshaping of the network. He was a principal architect of the reorganization plan, and his appointment as president was intended to place him in charge of its execution.

Because Mr. McConnell's assumption of the presidency is effective immediately, it was believed the network's reorganization would be accelerated ahead of the time table that had been anticipated.

Within weeks, it became known, the network will be split into three principal operating divisions, one for television, one for radio and a third for owned and operated stations, both radio and television.

The next high-level executive appointments at the network, it was believed, would be those of a chief of the radio division and a chief of stations. Sylvester L. (Pat) Weaver Jr., vice president in charge of television, will continue to head that division, it was thought.

The reorganization plan was made by Booz, Allen & Hamilton, management consultants, but it was known that Mr. McConnell, as RCA vice president in charge of finance and later as RCA executive vice president, worked more closely with the consultants throughout the preparation of the plan than did any other RCA or NBC executive in the organization.

Mr. TRAMMELL

Mr. McCONNELL

Although officials at NBC have been reluctant to discuss the reorganization plan, competent sources have outlined to BROADCASTING the structure that will emerge from the drastic reshaping.

When the surgery is done, the network will compose a management group responsible for company-wide policies and practices. In this level general company administrative functions such as legal, finance and personnel will reside.

Beneath the top management level will be the three principal operating divisions. The radio and television divisions will each have its own program, sales, promotion, station relations and probably publicity staffs, it was said. The third division, embracing NBC owned and operated radio and television stations, will also be self-contained.

The details of departmental reorganization were not disclosed, but it was known that the basic concept of the plan was to create maximum

(Continued on page 34)

NARBA CHIPS DOWN

U. S. Stands Firm

THE chips will be down this week at the NARBA conference in Montreal, not a month old, as members of the U. S. delegation and their advisors get down to the serious business of protecting this country's allocations.

Perusal of Cuba's assignment shifts since the second NARBA expired last March aroused fears that Class I clear channels are in peril and almost all others will suffer.

The Cuban shifts threw a bombshell into the U. S. delegation, since actual and proposed shifts since the NARBA expired are in almost total disregard of NARBA assignments. Large numbers of U. S. stations are affected.

Word from Montreal late in the week indicated that the U. S. delegation may take a firm stand against derogation of regional channels. Hope was expressed, however, that eventual regional assignments will not cause too many serious interference problems.

Note of optimism was apparent last week that the proceedings will wind up in adoption of a new treaty satisfactory to all North American nations, including Mexico which is not taking official part in the Montreal assembly.

Cuba continues to favor a five-year Third NARBA pact. The U. S. delegation advocates a long-term treaty with provision that it can be denounced on due notice. This is based on a desire to avoid recurrence of the present situation in which no treaty has existed since last March.

Restriction Proposal

Cuba and Canada have proposed to restrict any radiation that will affect existing Class II stations. This would in effect prohibit any power increase on IA, or IB stations, unless directional patterns were employed. Cuba is said not to have taken advantage of many of its interim NARBA assignments.

Following are some of the new interference problems created by Cuba's actual or proposed shifts since the interim NARBA expired. They by no means represent the complete list but are presented to give an idea of what can happen as a result of Cuba's new assignments, which in some cases are ascribed to political motives. Coverage of large numbers of regionals is threatened. Some of the new situations, with some of the stations affected:

550, 560 kc—Two stations increased to 5 kw.

610 kc—New 1 kw station, CMJG Camaguey, affecting many U. S. regionals.

630 kc—CMQ Havana. Frequency 640 kc moved to Santa Clara, increased from 15 to 25 kw.

650 kc—New 1 kw station in Santiago (WSM Nashville affected).

660 kc—CMCU Havana formerly 1190 kc, increased from 5 to 10 kw (WNBC New York affected).

680 kc—KNBC San Francisco and WLAW Lawrence, Mass., affected by power changes.

690 kc—CBF Montreal and many U. S. stations affected by increase in power of CMBC Havana from 10 to 50 kw directional.

720 kc—CMHU Cienfuegos transferred from 1450 kc (WGN Chicago affected).

760 kc—New 5 kw station at Pinar del Rio. CMAB (WJR Detroit affected).

770 kc—CMKC Santiago moved from 1290 kc 1 kw (WJZ New York and KOB Albuquerque affected).

780 kc—CMHB Santi Spiritus, Las Villes, transferred from 1410 kc, increasing 250 w to 1 kw (WBBM Chicago affected).

790 kc—CMCH Havana increasing 1 kw 5 kw D to 10 kw directional (NARBA allowed 2 kw).

810 kc—CMHW Santa Clara increased from 250 w to 1 kw (WGY Schenectady, KGO San Francisco, KCMO Kansas City affected).

830 kc—CMBZ Havana increasing power (WCCO Minneapolis affected).

840 kc—CMJM Ciego de Avila and CMAN Pinar del Rio transferred from 1300 kc 500 w (WHAS Louisville affected).

860 kc—CMBL Havana increasing 15

(Continued on page 32)

XUM

COLOR television camera employed by CBS is examined by CBS President Frank Stanton (l) and FCC Chairman Wayne Coy during Columbia's official demonstration of its system to the Commission last Thursday.

CENTRAL AAAA *Two-Day Meet To Open Thursday in Chicago*

CURRENT agency problems involving aspects of advertising, merchandising and finance will concern members of the Central Council, American Assn. of Advertising Agencies, when they meet in annual covention Friday. The day-long "working session" will take place at the Drake Hotel, Chicago.

A management meeting Thursday afternoon and evening will precede the open session for some 200 members the following day. Frederic R. Gamble, AAAA president, will moderate a management panel at the Racquet Club.

Friday's general session will be highlighted by an address on "Why We Feature Nationally Advertised Brands" by William H. Albers of Cincinnati, head of a Super-Market chain and former Kroger Co. persident. He will detail merchandising methods, a major interest of the agency men, according to Earle Ludgin, president and treasurer of Earle Ludgin Agency and chairman of the Central Council board of governors.

Financial analyst Stanley Harold Morgan, a Chicago attorney, will outline how effective advertising—"Evidence of a Firm's Progressive Management Policies"—increases security values. A survey and evaluation of current advertising will be made by Fairfax M. Cone, vice chairman and director of AAAA and board chairman of Foote, Cone & Belding, who will speak on "I Wish We Had Done These Campaigns." "You—And Economics" is the topic chosen by Clarence Goshorn, AAAA chairman and president of Benton & Bowles.

Mr. Goshorn

Louis L. Brockway, AAAA director and executive vice president of Young & Rubicam, plans to avoid statistics and much of the TV theory in his relation of "a timely and practical" story on "How To Use Television Today."

Other speakers and subjects will be:

Harold H. Webber, vice president, Foote, Cone & Belding, "A New Point Of View in Media Buying"; Samuel G. Barton, president of Industrial Surveys, "A Merchandising Story on the Position of Nationally Advertised Lines Compared With Private Label Merchandise"; Enno D. Winius, president, Winius - Drescher - Brandon, St. Louis, "Let's Stop Being Geniuses," and Henry W. Haupy, vice president BBDO, "How Agencies Can Prove Most Effective When Sales Decline."

FM STRENGTH
Ware Sees End of Low-Power

END of the low-power era for FM was seen last week by William E. Ware, FM Assn. president, as the FCC granted 30 full-power FM licenses in a three-day period. Of these, three were 50 kw or more, two 40 kw and five 20 kw or more.

Mr. Ware predicted new areas will be opened for FM service. He said the trend among FM stations to operate at maximum capacity is encouraging, as is the equipping of more TV sets with circuits tuning the FM band.

Peter R. Disney

PETER R. DISNEY, 36, program director of WHAS Louisville for the past two years, died in St. Anthony's Hospital Oct. 6, just two years to the day after he was appointed to the program post. Mr. Disney had been ill for about 10 days with an intestinal obstruction but his condition had not been considered serious. He had been with WHAS since 1934 when he came to the station from WLW Cincinnati as an accordianist and singer using the stage name of Peter Riccardi. He is survived by his mother and father, Mr. and Mrs. S. Frank Disney, of Knoxville; three brothers and three sisters.

Color TV--This Week's Summary

FCC TOOK an official look at the CBS color television system late last week after hearing its exponents testify its cost would not be a "significant" item in overall station expense and the sets can be built "over a wide range of cost from low to high."

The demonstration, held Thursday and Friday, highlighted the second week of the Commission's color TV hearing, which continues today (Monday) with the official showing of RCA's rival all-electronic color system.

In contrast to the opening week's testimony by Joint Technical Advisory Committee and Radio Mfrs. Assn. witnesses advocating further development and testing of color [BROADCASTING, Oct. 3], CBS President Frank Stanton told FCC the color should be authorized promptly.

He and Dr. Peter C. Goldmark, who developed the CBS system, cautioned the Commission against getting lost in a "maze of conflicting technical data." They claimed the test is what the viewer sees, not what he theoretically ought to see, and the cost and practicability must also be taken into serious account.

Dr. Goldmark, in a detailed technical discussion of the respective systems of CBS, RCA and Color Television Inc., contended Columbia's has the advantage of simplicity and that with this goes greater practicability and economy.

Dr. Allen B. DuMont of DuMont Labs meanwhile told a news conference that color TV will not be commercially ready for 10 to 20 years. Dr. Stanton replied that observers at the demonstration approved the CBS color pictures and that the case should be tried in Commission proceedings "where it belongs."

Dr. Goldmark said "increases in the purchase price of station equipment for the CBS color system will not be more than 10% for the camera equipment alone, and probably less than 3% of the entire station cost. . . ."

The inventor said manufacturers would testify that "self-contained combination color and black-and-white table-model receivers, giving an effective 10-inch black-and-white or color picture, enlarged from a 7-inch tube, should be purchasable at retail for approximately $220."

It would cost about $15 to adapt an existing set to receive CBS color in monochrome if the adaptation were handled at the factory and about $35 plus service charge if it were done in the home, Dr. Goldmark's statement said in a portion not yet reached in direct testimony. A converter to permit reception in color was estimated at about $70 retail at the outset, with this cut to about $50 when production is refined. These figures are in addition to those for adaptation.

It was pointed out that RCA had estimated new sets under the RCA system would range in cost from $400 to $1,000, and that the $400 figure was for a two-color rather than three-color system. Dr. Stanton branded this "a double standard—one for the rich and one for everybody else."

Like the witnesses who preceded him during the opening week, Dr. Stanton urged an early lifting of the year-old licensing freeze.

He considered it "infinitely preferable to resolve this issue of color television once and for all, insofar as it concerns the VHF and UHF bands, on the basis of this hearing." He reiterated that CBS "will support any color television system which best suits the problem."

Today's RCA demonstration, to be held at the Washington Hotel and NBC's WNBW (TV) Washington studios, will include color and black-and-white transmissions of live talent, film and slides, showing reception on color sets, color converters, and standard monochrome sets, plus transmissions over coaxial cable and microwave relays.

"These demonstrations," RCA told the Commission, "will show the performance of the RCA color television system with reference to absence of color breakup, absence of flicker, absence of color fringing, image registration, color fidelity, picture brightness, camera light efficiency, definition and compatibility." Inspection of studio and transmitter follows.

(Detailed stories page 45; late story page 78)

AAAA's APPRAISE

TV Will Win Media Battle; Radio Won't Die

By HERMAN BRANDSCHAIN

RADIO and television won much of the spotlight last Tuesday and Wednesday at the Eastern Annual Conference of the American Assn. of Advertising Agencies at the Hotel Roosevelt, New York.

In two days of sessions addressed by national experts in their fields, these were among the highlights offered by speakers:

- Television will win the battle of the media.
- Radio will not die.
- BMB should be saved and agencies should act now to save it. (See separate story this page.)
- Talent costs are rising.
- Major television shows should go on an every-other-week basis instead of weekly.
- The present call for color television has not arisen from the industry, which was described as currently afraid of color, but from government officials concerned that the public interest be protected by a full investigation.

It was Sylvester L. (Pat) Weaver, vice president in charge of television for NBC, who foresaw that television will win the battle of the media. He conceded other media would survive, but observed:

"As I see it, with television invading the media world, there's still room for everybody—at the bottom."

Mr. Weaver made his predictions as the lead-off speaker in a panel on "What Will Television Do to Other Media Values?"

His view was disputed by other members of the panel who delivered strong statements in behalf of their own respective media. The others were: For radio, William Gittinger, vice president, CBS; for newspapers, Harold S. Barnes, director of the Bureau of Advertising, ANPA; for magazines, Frank Braucher, president, Magazine Advertising Bureau, and for outdoor, Kerwin H. Fulton, president, Outdoor Advertising Inc.

Weaver Points

They did not get a chance to reply, however, until Mr. Weaver had forcibly, although at times with tongue in cheek, made these points:

(1) Printed media will decline sharply in their share of advertising dollars.

(2) Outdoor advertising would not be safe, he disclosed, for NBC is experimenting with—"a way of presenting what are actually sight-sound-motion billboards, eventually in color, to run a few seconds only, to share spot announcement time."

(3) Radio will decline even more sharply than printed media in the long run, but radio five years from now will still reach more people without television sets than magazines reach today.

(4) Through the years it will always be possible to add radio and television together to reach all America—the only media combination to do so.

Speaking for radio, Mr. Gittinger said he believed radio would continue to grow in spite of television. If radio did go into a decline because of video, he forecast, its slip would not be rapid.

To show radio's growth in spite of video, Mr. Gittinger cited RMA figures of 3,447,000 radio sets produced this year through August while 1,178,000 TV sets were manufactured in the similar period.

He admitted that it was possible for video to "blitz" a radio market temporarily, which he said has happened in New York. He believed radio would come back in such markets, with television itself helping by keeping people home more. He foresaw more people in a growing America, more leisure time for them and the need for more selling to them as insuring preservation of various media.

Speaking for newspapers, Mr. Barnes said he felt television would not be a sleep-destroying threat to publishers.

Because magazines, outdoor and newspapers are now enjoying their all-time high in advertising revenue, in spite of radio's rapid growth and the phenomenal growth in the last year of television, he refused to take a gloomy view of television's impact on other media.

Periodicals Unique

Speaking for magazines, Mr. Braucher said that since periodicals perform a service unique and distinct from television, they will not be affected by video.

He cited magazine circulation growth of 13 millions—an increase of nearly 10%—during the two-year period ending June 1949, when television's growth skyrocketed. Magazines, he concluded, are in business to stay.

Speaking for outdoor advertising, Mr. Fulton said there was need and room for television in generating the mass buying psychology which has led to this country's expansion. "Television adds another cylinder to the advertising engine," he said.

He did not foresee that television would be any great competitive threat to outdoor advertising. He believed that though there would be competition for appropriations among media, in the long run there will be "ample room and ample work" for all if the country is to achieve higher living standards.

Newman F. McEvoy, media director of Newell-Emmett Co., who presided over the meeting, expressed the view that television, while it may draw money from other media now, would eventually bring new money to advertising.

Another six-man panel explored for radio and television people

(Continued on page 75)

SAVE BMB

Is Plea of Brorby to AAAA

A PLEA to save BMB was made last Wednesday by Melvin Brorby, BMB director and vice president of Needham, Louis & Brorby Inc., at the Eastern Annual Conference, American Assn. of Advertising Agencies at the Roosevelt Hotel, New York.

He urged advertising agencies to make clear to broadcasters the need for BMB. Broadcasters, he said, are divided over the need.

How divided broadcasters are, he said, may be indicated by the fact that only 604 broadcasters subscribed for Study No. Two, which he said would be ready in November. The number of subscribers is smaller than for the first study. He called the 604 subscriber list a "pitiful showing" in many markets because important broadcasters are not included.

Mr. Brorby urged action by the agencies by Nov. 14 and indicated the line of action the agencies could take.

He specified the Nov. 14 date because at that time the NAB Board will meet to consider the report of a special NAB investigating committee on BMB, he said.

Agencies should give broadcasters their opinion on the value of BMB, he said. To help do that, he said, he was supplying the agencies represented at the meeting with lists of broadcasters who are and who are not BMB subscribers.

"I am not suggesting blackmail or undue pressure," he emphasized. "I am merely suggesting that we do not overlook the fact that we may have been so busy as not to have given broadcasters our true, honest opinion on this important subject."

Advises Broadcasters

Mr. Brorby then went on to address himself to broadcasters. Said he:

"For the broadcasters, I have this suggestion. Do not take definite action one way or another on BMB at your Nov. 14 meeting.

"Wait until Study No. Two has been published and has been received by agencies and advertisers. Then I suggest that a committee be appointed, made up of membership from the three groups — broadcasters, advertisers and agencies—to re-study the current facts of BMB and make a recommendation about its future.

"Such a committee might be made up of only three members—or it might be a dozen. It can include responsible men who have not been immersed in the details of BMB. This committee would call for the opinions of various types of broadcasters, including those who have been outspoken against BMB."

Such a committee, he said, could give a fair hearing to the problems involved, including measuring impartially the chances for success in changing BMB into a corporate structure similar to BMI, as has been proposed. He recommended that in whatever form BMB is continued, it should retain its tri-

(Continued on page 32)

Drawn for BROADCASTING by Sid Hix

"No, I'm afraid we're not looking for a midget auto race announcer."

Business Cycles and Broadcasting . . .

By RICHARD P. DOHERTY

ONE OF the most difficult problems confronting the manager of any enterprise is that of formulating a clear mental picture of the overall and integrated economic characteristics of his business. It is far more difficult to visualize the whole complex structures and processes of the entire business, than it is to grasp certain details of operation such as the advisability of purchasing new equipment or hiring additional personnel.

The difficulty arises because responses to given policy decisions are not always immediate and direct. By contrast, a machine operator knows exactly what will happen when he adjusts his machine to certain levels of performance; the cost accountant knows how much will be saved by using some substitute for an original product. But it is not equally easy and simple for the station manager to know exactly what effect a change in time card rates will have upon sales and income.

One of the most complicated problems in management decisions arises from the fact that success in any business depends, not only upon internal decisions, but also upon external factors over which the specific businessman has no control.

In the modern American economic system, there is no central authority adjusting means to ends. Instead, the productive and distributive task is left to several million individual firms, large and small. It has been estimated that there are over 10 million business units in the United States, including agriculture.

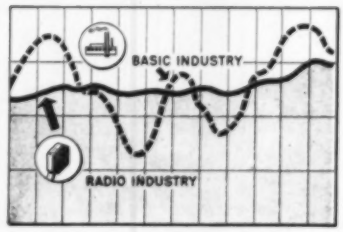
The entrepreneur is the focal center of all economic activity. He estimates effective market demand, and, through his decisions, puts into motion his own resources to meet these demands. The composite of these independent decisions of many entrepreneurs is the key to the business situation.

Errors of decision may be ruinous only to the respective firms, but a substantial concurrence of many erroneous decisions will have seriously adverse effects upon a whole industry or upon the entire economic system.

In any such competitive exchange economy, errors of judgment are bound to arise. Unfortunately for the total economy, these errors frequently tend to develop cumulatively, either in the direction of optimism or pessimism.

This fact is clearly brought out by a study of business cycle fluctuations. No single businessman causes cyclical fluctuations, but these up-and-down movements of business have a terrific impact upon virtually every business. To chart the best course for any company, so as to benefit from prosperity eras and be protected from the ills of depressions, is a supreme challenge to management.

On the other hand, the psychology of executive thinking plays a most important role in the life history of business cycles. The more prosperous the economic scene becomes, the more optimistic become most business leaders. This optimism translates itself into capital expansion, inventory accumulation and, generally speaking, overall expansion. However, let danger signals appear on the horizon, and pessimism becomes contagious with the result that this factor, in itself, can generate a recession.



The exceptional and successful business executive is the one who can formulate and execute a sound plan of action based upon economic factors, and not be swayed by the prevailing mass psychology of the business community.

Business cycles are complex phenomena of modern industrial society. Behind the hill-and-valley course over which business moves are many interrelated economic causes. Furthermore, different periods of prosperity and recession are seldom the result of the same repeated causes. Nevertheless, business prospers and wanes in accordance with existing market factors. At one time, certain conditions generate the rising purchasing power and higher market demand that lead to larger profits or, at least, given promise of larger profits.

The very process of continued, cumulative prosperity—with or without the stimulant of a war—breeds stresses and strains which tend to reduce profit margains, curtail effective purchasing power (either by a decline in consumer income or reluctance of consumers to buy) and precipitates a downswing in business activity. Often this results in a mild depression or "recession," during which the economic maladjustments are smoothed out without serious effect upon the national economy.

Sometimes, e.g., in 1873, 1893 and 1930, the economic system gets so badly out of order that the "dog-chasing-his-tail" process of falling profits, declining prices, pessimism among businessmen and consumers, and curtailment in the production of both consumer and capital goods drives most phases of the business world into a severe depression.

* * *

BROADCASTING is peculiarly different from other industries —even service industries—in one respect. The radio industry serves its market (listening audience) by producing those programs which the different segments of the public like and will listen to or look at. However, these "customers" of a station or network pay nothing for the article produced. Consequently there are no business cycle ups and downs in market response to program consumption by listeners.

If the families of America had to pay for radio programs as they do for moving picture entertainment, for sports tickets, groceries, clothes and the like—even newspapers—there undoubtedly would be some relationship between fluctuating national income and changes in radio listenership. But this is not so; radio program service is one of the few services, enjoyed by virtually every American, that does not bear a price tag, except that of initial capital investment in a receiving set.

The sole source of income by which this vast and varied menu of programs—for all ages, for all tastes, for all interests—is supported; the single source of income from which radio wages and salaries are paid; and the only revenue from which station owners and managers hope to salvage a profit is the advertising dollar of American business firms.

The degree of prosperity experienced in the broadcasting industry depends upon two major factors: (a) the aggregate volume of advertising dollars available within the business system; (b) the proportion of these advertising dollars which is spent for radio, as against other media.

Fluctuations in total advertising expenditures represent, therefore, the levels of total potential "consuming power" for the product of the broadcaster. It is, consequently, significant to any appraisal of business cycles and radio to realize that total advertising expenditures actually fluctuate with the basic changes in business activity and national income.

Advertising expenditures — in toto and available for all media— are a product of the general business picture and are not something apart from, and unrelated to, the general business cycle. The same interrelated forces which cause national income, employment, production and profits to rise result in expanded advertising revenues. The reverse action sets in when we experience a down-swing in economic welfare (see chart this page).

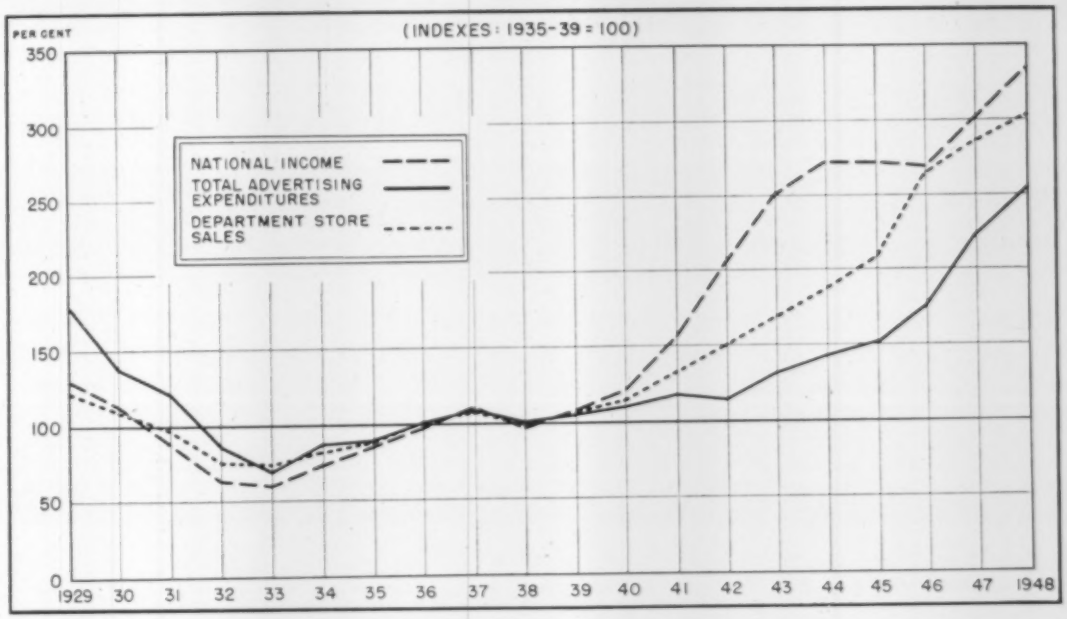
Correlation between the indexes of general business conditions and the cyclical patterns of advertising expenditures, so far as these data are available, tends to prove that businessmen generally permit their advertising to rise and fall with the business cycle, rather than utilize it deliberately and strategically as a corrective device

against variations in consumer buying power. In part, this results from the slow acceptance by executives of statistical methods capable of showing how much of business can be fairly attributed to sales promotion, as distinct from greater or lesser ability and willingness by consumers to make purchases.

* * *

TOTAL advertising expenditures have, within given periods of time, maintained a rather close relationship to changing total national income. Thus we see that for the high prosperity year of 1929, advertising expenditures approximate 3.9% of national income; at the depression low of 1933 when national income was less than one-half of its 1929 level, the ratio of advertising expenditures to national income was about 3.3%.

With the advent of inflation—first pump-primed and then, war-primed—national income in dollars raced ahead of advertising outlays. The chart shows this widened relationship between national income and advertising especially from 1941 to 1945. However, since 1946 national income and advertising again appear to be moving in parallel lines.



. . . . A Study of the Economic Aspects That Affect Radio and Television

This lag of advertising expenditures behind inflated national income was undoubtedly the result of several factors:

First, wartime shortages of goods created a situation which made it less necessary for many businesses to appropriate proportionate sums of advertising money in order to attract and hold buyers. Rationing intensified this situation.

Second, during a period of rather rapid inflation, it is quite normal for national income to rise relatively faster than the amount of money spent for advertising. Translating this into the practices of an individual company, it is probably true that, once having reached what seems to be an adequately high level of sales and a satisfactory level of advertising expenses, the company might well experience further increases in dollar income from the sale of its products, without feeling the need for increasing the amount of money spent for advertising. Furthermore many firms conduct advertising programs on a budget basis.

Within the established budget period, the appropriated advertising budget will be spent but, during the same period, dollar income from sales and total dollar national income will tend to rise, if strong inflation is rampant in the market place. On such a budget basis, firms do not necessarily increase their advertising outlays as they progressively advance the prices of their products.

Third, the inflationary process is, in itself, the result of an economic situation wherein total effective market demand for consumer goods, as expressed in dollars available for purchases, increases at a more rapid rate than the supply of goods on the market. Such a situation, quite naturally, becomes crystallized in the thinking of many management groups in the form of a strong "sellers" market which, to many businessmen, means that proportionately less need be spent to secure adequate consumer patronage.

* * *

OUR thesis is not that advertising expenditures have had, or will continue to have, any mathematically fixed, and static, ratio to national income. Our prime point is that the total advertising allocations of American business firms tend to move up and down with the ebb and flow of general business. Thus, there are cyclical patterns to advertising expenditures, and these tend to coincide with the general cycles in production, employment, retail sales, consumer purchasing power and other economic statistics.

However, recognition of this principle of cyclical variations in advertising expenditures does not, in the slightest, indicate that such expenditures must necessarily rise or fall by the same percentage of fluctuation in any given statistical measure of business activity. In fact, when we use such indexes as national income, consumer buying power, employment, national production, retail sales, prices, etc., we find that, although they all tend to rise and fall together, there is no mathematical sequence which requires the same percentage change to be experienced by all of them at the same time. Yet they do "flow" together, and in sympathy with each other in accordance with the cyclical waves in business.

* * *

WHY then has radio broadcasting not hitherto gone through the cyclical ups and downs of other businesses? Most persons know that radio hardly felt the severe 1929-1933 depression. Because of this historical experience, some broadcasters regard their industry as "depression proof."

Let's look at some facts.

The characteristic of business—as a whole or for a given industry—is that it constantly fluctuates in volume, profitableness and activity. Some of these fluctuations (in most industries) arise from recurring seasonal factors; others are fortuitous day-to-day, week-to-week or month-to-month variations, caused by a myriad of circumstances. But over and beyond these seasonal and fortuitous changes, we know that industries experience long-range trend movements, and also move

(Continued on page 36)

Mr. DOHERTY

LONG a student of business trends, Mr. Doherty was professor of economics and head of the Economics Dept. at Boston U. His first book, published in 1934, interpreted business cycles. For six years he was a member of the National Economic Policy Committee comprising top executives concerned with business trends as they related to wartime and postwar economy. He joined NAB in 1946 as director of the Employe-Employer Relations Dept. This is the first of two articles on business cycle aspects of the broadcasting industry.

(INDEXES: 1935-39=100)

Year	National Income	Total Advertising Expenditures	Department Store Sales
1929	130	179	117
1930	112	137	108
1931	88	120	97
1932	62	85	75
1933	59	68	73
1934	73	87	82
1935	85	89	88
1936	97	100	100
1937	110	108	107
1938	97	100	99
1939	108	104	106
1940	121	109	114
1941	155	117	133
1942	204	113	150
1943	251	131	168
1944	272	143	187
1945	271	151	207
1946	268	176	264
1947	302	223	286
1948	335	253	302

XUM

On the dotted line . . . . . .

WSM Nashville airing of 1949 Vanderbilt U. grid games is set by (front, l to r) Sales Mgr. DeBow Sparks of The American Bread Co., sponsor; Bernard Evers, firm pres.; Harry Stone, WSM v. p.; E. M. C. Hawkins, firm's publicity dir.; rear, WSM's Sportscaster Dave Overton and Coml. Mgr. Irving Waugh.

PLAY-by-play highlights from the local high school game of the week are broadcast on *High School Football Express* by WXLW Indianapolis and planned by F. S. Cannon (r), president of Railroadmen's Federal Savings and Loan Assn., sponsor, and Gene Kelly, WXLW manager.

CHAIRMAN Eugene W. Lewis (l) of Industrial National Bank contracts with WWJ and WWJ-FM Detroit for full hour dramatic show, M-G-M *Theatre of the Air*, beginning Oct. 23. Looking on are Wendell B. Parmalee, WWJ sales mgr., and Charles R. Dietz (r), M-G-M regional publicity director.

CONTRACTING for Willard Storage Battery purchase of *Joe Bova and the Weather* on WNBK (TV) Cleveland are (l to r) Kenneth Hawkins, Meldrum & Fewsmith agency; Harry Evans, Willard merchandising mgr., Jack Treacy, NBC spot sales, and Robert Pfleger of Meldrum & Fewsmith.

ROLAND (Bud) RITTER, president of Detroit Bowling Proprietors, completes contract for a series of television shows over WXYZ-TV Detroit. Standing, l to r, are W. W. Edgar, executive secretary of the association; Fred Wolf, program announcer, and James D. Riddell, station manager.

EXCLUSIVE broadcast of series of big-time fights from Schenectady, N. Y., over WPTR Albany and WBCA-FM Schnectady is made official as Leonard Asch (l), v. p. and gen. mgr. of WPTR and pres. and gen. mgr. of WBCA-FM, receives contract from Milton Gould, of Pabst Beer, sponsor.

PERON CASE
Good Will Toward Newsmen Expressed by Government

AN ACKNOWLEDGMENT of good will toward all newsmen—American radio and newspaper correspondents stationed in Buenos Aires—and a conciliatory expression of regret over past "gag" tactics have been voiced by Argentine authorities within the Peron government in the past fortnight.

That was the gist of an Argentine reply to the U. S. State Dept. note sent more than two and a half months ago inquiring into alleged cases of censorship involving American correspondents and particularly refusal to permit use of that country's radio facilities by commentators.

State Dept. officials characterized the exchange of notes as "classified" material but confirmed receipt of the Argentine reply, which they regarded as "conciliatory" in nature and not likely to induce further action at this time. The avowal was made public by the Associated Press bureau in Buenos Aires.

U. S. Voiced Concern

The United States, in its note of July 28, evinced concern over certain incidents, notably one in which daily US Information Service broadcasts were banned from the air last July 22 and 23. As early as last March certain commentators were barred from broadcasting studios of an Argentine station, the U. S. also noted. Call letters of the station were not disclosed.

The Peron government admitted there had been "some inconveniences" from time to time, but hedged with the argument that it "disposes of no organism to interfere with broadcasting." It added the station involved was privately-owned and that control over broadcasting is not within the state's province.

That was the basis it gave for refusing entry to American network broadcasters who thus were unable to obtain shortwave transmitting facilities for beaming their reports to the U. S. Furthermore, Peron authorities added, Argentine has only the "greatest good will and desire to help" American correspondents, newspapers and magazines.

Argentina's Reply

Argentina's latest reply made no mention of the BROADCASTING "incident" but dealt solely with alleged censorship of press and radio dispatches this year as noted in the U. S. note last July.

The Peron government's circumvention of the U. S. protest, professing the matter rests within the station's province, was regarded as weak by some observers despite Argentine's sudden expression of good will toward newsmen. Station policy frequently is implemented by radio officials who enjoy friendly relations, through working or family associations, with officials of the Peron cabinet, they point out [BROADCASTING, April 11].

Peronist muzzle maneuvers previously were imposed on five American foreign correspondents last year when the Argentine Government divested them of their news privileges and credentials for allegedly contributing to the "bad press" Juan Peron had received. Suddenly, after a 12-hour period, the ban was lifted [BROADCASTING, Oct. 11, 1948].

Clark Incident

One of the victims was Herbert Clark, radio and newspaper correspondent, whose dispatches to BROADCASTING were rifled, delayed and reprinted in Argentine newspapers. They dealt with the country's alleged lack of free speech in the news and radio fields, and reported a resolution adopted by the Inter-American Assn. of Broadcasters at a Buenos Aires convention last July [BROADCASTING, July 26, 1948]. The mail-marauding issue became an international incident, which provoked American Congressional and State Dept. displeasure but which subsequently was dropped, reportedly as part of a "kid-glove" policy toward Argentina.

HOOPERATINGS
To Show TV-Radio Pull

TO provide avowed comparability of ratings, C. E. Hooper Inc. will revise effective Nov. 1 its reporting of program Hooperatings.

In Hooper pocket pieces after that date three new columns of information will appear on each page in the place where "sets-in-use" have formerly been presented. The columns will be headed: (1) Broadcast Audience Index (based on radio and/or television homes using sets), (2) TV Audience Index (based on television sets in use in television homes "identified" in Hooper's random sample), and (3) Radio Audience Index (based on radio sets in use in radio homes without television sets).

Explaining the change, C. E. Hooper, president of the firm, said that failure to "isolate radio-only homes and use them for rating bases would later destroy these long-time comparability trends."

At the same time Mr. Hooper released share of audience trends showing the growth of the television audience. They follow:

U. S. RADIO-TV TRENDS
1949 Share of Audience 6-10 p.m. Local Time

Month	Radio	Television
January	94.59	5.41
February	93.97	6.03
March	92.83	7.17
April	91.70	8.30
May	91.03	8.97
June	89.99	10.01
July	89.39	10.61
August	88.51	11.49

RATE CARD

Stick With It, Brown Tells NAB District 6

"THE newspaper business after the first World War had to learn a lesson that I am afraid the radio business will have to learn," Capt. Enoch Brown, president of the Memphis Publishing Co., which operates WMC, WMCF (FM) and WMCT (TV) Memphis, told the NAB District 6 convention in Memphis Thursday.

The lesson, he said, "is to adopt a rate card and stick with it. The newspaper went into the first World War postwar period after having been able to sell all the advertising for which it could get newsprint. Then times grew harder. We tried to sell advertising by broad statements and due bills. We learned you have to adopt a rate card and stick with it. It was the best thing that came out of the period.

"The man who deviates from his rate card is showing weakness and the man he is trying to sell knows it.

No Cause for Fear

"There is no reason, however," he continued, "for the man in the radio business to worry if he'll get to work. More money now is being spent on advertising accidentally than was spent on purpose 35 years ago."

Turning to television, he said that the Memphis Publishing Co. had been asked why it went into television. "We went into television because anything with the potentialities of television is something we wanted to be in on and have a front seat," he said. "And it's an expensive seat too. The only thing in the black is the program schedule.

"It is not going to put radio out of business any more than radio put the newspaper out of business. They used to say that radio would do that, but the newspapers have gone on to be bigger and better day by day, just like Ringling Brothers Circus. So don't worry about television putting radio out of business."

Speaking of the NAB, Capt. Brown declared: "Even if you can't get along with it, you can't get along without it. You should feel that you are lucky to be a member rather than feeling an obligation. It is your friend in the mad scramble for business between the various media."

The convention opened Thursday morning at the Peabody Hotel with H. W. Slavick, general manager of WMC, WCMF and WMCT and District 6 director, presiding.

Mr. Slavick appointed a resolutions committee composed of Harold Wheelahan, WSMB New Orleans; Wiley Harris, WJDX Jackson, Miss., and F. C. Sowell, WLAC Nashville. Also appointed was a publicity committee composed of Frank S. Proctor, WTJS Jackson, Tenn.; John Cleghorn, WHBQ Memphis, and Roy Dabadie, WJBO Baton Rouge.

Announcement was made that both the Mississippi and Tennessee associations at meetings Wednesday had endorsed the candidacy of Mr. Wheelahan to be the next district director succeeding Mr. Slavick, who is not a candidate for re-election. The Louisiana association previously had endorsed the Wheelahan candidacy and the nomination is regarded as tantamount to election.

First day's session was given over entirely to business aspects of broadcasting. The status of Broadcast Measurement Bureau was covered by Dr. Kenneth Baker, NAB research director and acting

(Continued on page 44)

DISTRICT 13

Record Turnout for Dallas Meet

ENDORSEMENT of the U. S. Census Bureau's plan to include a radio set count in the 1950 decennial census was given by NAB District 13, meeting Monday and Tuesday. Record turnout of 140 registrants appeared at the Texas meeting, held at the Hotel Adolphus, Dallas, with Clyde W. Rembert, KRLD Dallas, presiding as district director. This attendance was the largest of the 1949 district meeting series.

* * *

AT NAB District 13 sessions in Dallas last week (l to r): W. Ward Dorrell, C. E. Hooper Inc., New York; Martin Campbell, WFAA Dallas; Charles Price, KMLB Monroe, La.; Alex Keese, WFAA; Howard Robinson, KFDA Amarillo; Tom Potter, owner, KBTV (TV) Dallas; Charles McDowell, ASCAP, Dallas, and Earl Lipscomb, representing DuMont-R.E.L., Dallas.

Adoption of resolutions concluded the two-session meeting. Tribute was paid NAB President Justin Miller as well as Richard P. Doherty, director of NAB's Employe-Employer Relations Dept., and Maurice B. Mitchell, director, Broadcast Advertising Bureau.

In the census resolution, District 13 suggested inclusion of FM with the AM and TV questions already approved by the Census Bureau.

Another resolution asked all Texas broadcasters to give public service time and assistance to the National Guard of the state in recruiting drives.

Delegates were guests at a cocktail party given by Dallas stations KBTV (TV) KIXL KLIF KRLD KRLD-TV KSKY WFAA WRR.

Howard Roberson, KFDA Ama-

(Continued on page 38)

* * *

* * *

* * *

At District 13 (l to r): Seated—R. Lee Glasgow, WACO Waco; Wade Barnes, RCA Program Service, New York; O. L. (Ted) Taylor, KGNC Amarillo; Darrold C. Cannan, KFDX Wichita Falls; standing—Willard L. Kline, KEPO El Paso; Wendell Mayes, KWBD Brownwood; Burton Bishop, KTEM Temple; Mrs. Bishop; Louis Cook, KNOW Austin, and Bert Horswell of C. P. MacGregor, Hollywood.

BETWEEN sessions (l to r): Seated—James R. Curtis, KFRO Longview; Frank O. Myers, KCMC Texarkana; Clyde W. Rembert, KRLD Dallas; Clair L. Stout, Dow, Lohnes & Albertson, Washington; King H. Robinson, KATL Houston; standing—Al Stine, Associated Press, Kansas City, Mo.; Joe H. Bryant, KCBD Lubbock; Dale Drake, WRR Dallas; Maurice B. Mitchell, NAB-BAB, New York; J. W. Knodel, Avery-Knodel Inc., Chicago, and Vann M. Kennedy, KSIX Corpus Christi.

XUM

HIGHER AM POWER

Shouse Urges at Boston

RADIO BROADCASTING, facing the competition of television, may have to lower its program standards to a point approaching "complete deterioration" unless the FCC takes drastic steps, James D. Shouse, president and board chairman of the Crosley Broadcasting Corp., declared today (Monday) at the Boston Conference on Distribution, meeting at Boston's Hotel Statler.

Even the operators of clear channel stations, Mr. Shouse said, will find that quality operation to a diminishing audience will be economically impossible with five years under what he termed the "present archaic 50 kw ceiling on power."

Speaking of the possibilities of color television, Mr. Shouse reviewed the RCA compatible system demonstrations before the FCC last week and said he was "tremendously" encouraged that a system which can be received on our present monochrome sets now appears engineeringly possible."

Mr. Shouse

Pointing out that the number of AM stations has more than doubled since the end of the war, the Crosley executive warned that the sound broadcasting industry is entering an era of real competition with television "in a state of complete dilution, with sound broadcasting being broken into smaller and smaller units which have less and less chance to survive."

Advertising budgets available to radio, Mr. Shouse said, have lagged far behind the number of stations seeking business. "Some broadcasting units," he stated, "will have to be made stronger in order to prevent a complete deterioration of service to the public, because of economic pressures and an already noticeable lowering in standards of acceptable program material for products advertised on the air."

Clears Are Defenders

He described the nation's clear channel stations as "strong bulwarks of sound broadcasting" and said that "it will become apparent to several thousand small station operators throughout the country" that their fight against the clear channel stations "has been a fight against their own best and selfish interest. Unless a number of big stations are allowed power increases," Mr. Shouse continued, "to improve service to the public, and to provide advertisers a continuing means of reaching people at low cost per family unit, the whole economic base upon which broadcasting rests today can collapse—and it need not necessarily be a slow death."

Mr. Shouse said the salvation of sound broadcasting does not lie "in reducing all broadcasters to the lowest common denominator."

Calling on the FCC to concern itself with "the survival of the fittest," the Cincinnati executive declared that "such concern will add materially to the survival possibilities of the medium stations and the weak stations."

"It is to be hoped," Mr. Shouse said, "that the FCC will take an enlightened outlook with respect to this problem.

"The Commission has been refreshingly liberal in its grants of power for international shortwave. Every minute of the hour, every hour of the day and night, transmitters of high power—super-power if you please—are beaming American programs overseas with remarkable penetration. American shortwave broadcasts pierce the Iron Curtain into Russia and its satellites with magnificient relability, and the Balkan peasant on some Macedonian hillside has access to the message of democracy and the thrill of American entertainment.

"Unfortunately, however," he said, "the powerful signal available behind the Iron Curtain is denied to many of our own people who find in the present power limit on stations a real Iron Curtain shutting out adequate reception."

September Box Score

STATUS of broadcast station authorizations and applications at FCC as of September 30 follows:

	AM	FM	TV
Total authorized	2,203	828	113
Total on the air	2,048	742	82
Licensed (All on air)	2,002	444	20
Construction permits	201	374	93
Conditional grants		10	
Total applications pending	1,173	216	386
Requests for new stations	352	51	350
Request to change existing facilities	293	37	14
Deletion of licensed stations in September	1		
Deletion of construction permits	4	14	2

P. I. PLAGUE

Headley Scores Practices At Ala. Sessions

A VIGOROUS condemnation of per inquiry advertising and a plea to stations to stick to card rates were made last week by Frank M. Headley, president of the National Assn. of Radio Station Representatives.

Mr. Headley, addressing the Alabama Broadcasters Assn. at Birmingham Oct. 7, warned that "per inquiry business is now epidemic."

"Slick operators are taking advantage of the fears you fostered for a few months of an approaching depression," he said, "and are organizing the P. I. business. If you have a legitimate broadcasting station, put on a legitimate program. Perform a legitimate service, there is no reason why you should indulge in speculations for your sales volume."

Mr. Headley characterized P. I. business as speculative and one which undermines rate cards. "If you are willing to do business on a speculative basis with one advertiser, then all advertisers have a right to figure out some kind of a speculative deal."

Mr. Headley said that "character is what the advertiser looks for first in a station. Big advertisers with solid businesses will not do business with you if you cut rates," he said.

"Everything that you have for sale should have its own ticket, known to all, violated for none," said Mr. Headley. "Grasping for business at less than card rates is juvenile, not the sign of a mature business."

He plumped for better research and sounder selling in radio. To persuade advertisers to use broadcasting, he said, "requires the finest kind of research, documentation of successes, the highest calibre of personal selling and sales promotion, all of it backed up by the conduct of the business on the highest principles of character."

Broadcasting, he said, has "grown-up." This being so, "it is time for it to put away childish things, to recognize its maturity and to act like a grown man."

Broadcasters really have nothing to fear, he said. They provide an "exciting, useful, cultural function for the public . . . so why should we base any of our decisions on fear, fear of the future, or fear of our own capacity to measure up to this great business, or fear of the networks, or of television, of competition, or even of depression?"

WBBM Promotes Levey

STANLEY LEVEY, a member of the WBBM Chicago sales staff nine years, was named assistant sales manager last week, it was announced by Assistant General Manager Frank B. Falknor. He will assist Robert Livingston, new WBBM sales manager, who was recently transferred from New York where he was WBBM sales representative [BROADCASTING, Oct. 3].

Mr. LIEBERSON

* * *

LIEBERSON

Named CRI Exec. V.P

GODDARD LIEBERSON, vice president in charge of Masterworks Artist and Repertoire for Columbia Records Inc., last week was appointed executive vice president of the company. He also is a member of the firm's board of directors to which he was elected in 1948.

Mr. Lieberson joined Columbia Records in 1939 as assistant to the director of the Masterworks Div. later becoming head of the division before assuming his most recent post.

Before joining the record company, he was active in music as a composer, teacher, lecturer and writer. Born in England, he was educated in this country at the U. of Washington and Eastman School of Music. He is married to Vera Zorina, celebrated dancer.

OPPENHEIM

Replaces Hathaway at CBS

NEAL HATHAWAY has resigned as CBS director of program promotion to join Benton & Bowles, New York, as an assistant account executive. Charles Oppenheim will succeed him as CBS director of program promotion.

Mr. Hathaway joined CBS in July 1944 as assistant to the director of program promotion and became director in February 1948. He served as sales promotion manager of WRC Washington in 1942 and from 1943 to 1944 was radio publicity director of the Automotive Safety Foundation.

Mr. Oppenheim, who has been assistant director of program promotion at CBS since October 1948, joined CBS in April 1948. Before that he was advertising and publicity director of Jay Thorpe, Manhattan department store, and before that promotion and research director of WINS New York and publicity director of WOR New York.

ANY WAY YOU LOOK at San Jose, orchards frame the picture. This busy canning community is another juicy market for you via ABC...one of 42 coast cities big *and* small in the "50%-plus" BMB penetration column. (80% of San Jose's radio families are ABC fans.)

CAN'T CALL Modesto's commercial activity modest! It ranges from milk production to wineries. 61% of Modesto's radio families like ABC. In fact, (says BMB) ABC gives primary coverage of 96.7% of *all* coast radio families...at famous ABC low prices.

BIG TIMBER BOOMS business in bustling Everett. Its busy citizens are not too busy to have the ABC habit, though ... which makes 'em just like practically everybody else on the coast. Because 84% of Everett's radio families tune regularly to ABC, says BMB.

On the coast you can't get away from ABC

FOR COVERAGE... ABC's booming Pacific network delivers 228,000 watts of power—44,500 more than the second-place network. This power spells coverage—ABC primary service area (BMB 50% or better) covers 96.7% of *all* Pacific Coast radio homes. And ABC's Coast Hooper for 1948 was up 9% or better both day and night.

FOR COST...a half hour on ABC's full 22-station Pacific network costs only $1,228.50. Yet you can buy as few as 5 stations for testing or concentration. And ABC is famous for the kind of audience-building promotion that helps slice the cost-per-listener.

Whether you're on a coast network or intend to be—talk to ABC

ABC PACIFIC NETWORK

NEW YORK: 30 Rockefeller Plaza · CIrcle 7-5700—DETROIT: 1700 Stroh Building · CHerry 8321—CHICAGO: 20 N. Wacker Drive · DElaware 1900—LOS ANGELES: ABC Television Center · NOrmandy 3-3311—SAN FRANCISCO: 155 Montgomery St. · EXbrook 2-6544

ADAIR NAMED

Replaces Bulotti at Don Lee

TO REPLACE Charles Bulotti Jr., resigned as program director of Don Lee Network, Willet H. Brown, president, has announced the appointment of J. Carleton Adair, program service manager.

"As former head of his own advertising agency, executive of several nationally-known concerns and as former sales service manager of the Don Lee Network, Mr. Adair brings a wealth of program and network operations experience to his new position," Mr. Brown said. Commenting on the departure of Mr. Bulotti, the network's president said, "It is with profound regret that we must acquiesce with Mr. Bulotti's request for his release."

Mr. Adair first joined Don Lee in 1948 as sales service manager and in August of 1949 was named program service manager. Before joining Don Lee, he had operated his own advertising agency in Los Angeles and in Texas as well as having been a vice president of the Raymond R. Morgan Co., Hollywood agency. A native of Michigan, where he was graduated from Michigan State Normal College, he has also served as assistant to the merchandise manager of the Wolverine Div. of the Graybar Electric Co., advertising manager of the Farmers and Manufacturers Beet Sugar Assn. and assistant advertising manager of the DeVilbiss Co.

Mr. Bulotti has served with Don Lee for a total of 10 years, the first time for seven years, before leaving to become producer of the Coca Cola *Spotlight Show* during the war, and returned in 1946 for three more years.

Discussing the Don Lee changes are (l to r) Messrs. Bulotti, Brown and Adair.

NARBA Chips Down

(Continued from page 23)

to 25 kw directional.

880 kc—CMJB Camaguey, new 1 kw station (WCBS New York affected).

890 kc—CMHD Santa Clara transferred from 1560 kc (WENR Chicago affected).

910 kc—CMCF Havana increased from 5 to 10 kw directional, affecting many regionals.

920 kc—CMJL Camaguey, increased 5 to 10 kw directional (allowed by interim NARBA).

940 kc—New 1 kw station, CMHM, in Santa Clara.

990 kc—CMHT Santi Spiritus increased from 250 w to 1 kw.

1000 kc—CMKW Santiago increased 1 to 10 kw (WCFL Chicago and KOMO Seattle affected).

1030 kc—CMAC Pinar del Rio increased 250 w D to 500 w unl. (WBZ Boston affected).

1040 kc—CMHF Camajuani increased 100 w D to 500 w unl. (WHO Des Moines affected).

1090 kc—Three Cuban daytime stations get power increased and fulltime operation (WBAL Baltimore, KTHS Hot Springs, KING Seattle involved).

1100 kc—CMGM Matanzas moved from 1440 kc 500 w (WTAM Cleveland affected).

1120 kc—CMBY Havana assignment affects KMOX St. Louis.

1170 kc—New 1 kw station, CMKB Santiago. (KVOO Tulsa, WWVA Wheeling affected).

1210 kc—CHMK Cruces, 1 kw, affects WCAU Philadelphia.

1260 kc—New 5 kw station, CMCI Havana.

Save BMB

(Continued from page 25)

partite nature, comprising, if made a corporation, advertiser, agency and broadcaster shareholders.

"It has been said," Mr. Brorby declared, "that the agencies are the keystone of the arch—that they in large measure can influence the broadcasters opinions, that if they really, honest-to-goodness need BMB, and if they really and continuously make this clear to broadcasters and station representatives, and if they use BMB information fairly and intelligently then the broadcasters will support it in great number.

"It is quite possible that we in the agency business have not done enough to let our broadcaster partners know that the $1,300,000 spent for Study No. One was money well spent."

"We in the agency business need it sorely," he concluded. "Our advertiser clients need it in the same way. And the broadcasters, clearly, as much as the agencies, need it if they are to do that kind of intelligent selling and planning which alone will keep their radio industry profitable."

'DUFFY'S TAVERN'

Mason Cites Show For Tax Escape

THE USE of charitable trusts to plead exemption on taxable earnings drew fire again in Congress last week—this time from Rep. Noah M. Mason (R-Ill.)—and involved the radio program, *Duffy's Tavern*.

He told House colleagues that "Ed Gardner's giant network radio show . . . has just begun to broadcast from Puerto Rico, where a 12-year tax holiday is in force, and is therefore able to escape both income and property taxes."

Congressman Mason, pressed by BROADCASTING for detail, said he had complete "documented material" not immediately available and declined to comment on the nature of his charge, but said he would do so at an early opportunity. He said the series had been tape-recorded in Puerto Rico. The network show is aired Thursday on NBC under sponsorship of Blatz Brewing Co.

Meanwhile Mr. Gardner reportedly has been quoted as asserting that the Puerto Rican originations were not designed to evade taxes but were launched as a matter of "good business."

'Close Loopholes'

The Duffy incident was one of a number of examples cited by Congressman Mason, who called upon Congress to close loopholes in the Federal tax statutes "through which more than $1 billion of revenue is now escaping annually." He characterized the offenders as "tax-dodgers (who) are continuing their raids on the Treasury." Basis for his argument was the Great Atlantic & Pacific Tea Co., which has indicated it may reorganize into a cooperative.

"Doing business without paying taxes is becoming a national racket," Mr. Mason declared, adding that educational institutions are buying radio stations and other "profitable commercial properties which then take them off the tax rolls."

Pressed again for details, Congressman Mason promised to reveal the educational institution he had in mind as falling within this category. He couldn't recall its identity at the moment, except to remember it was located in the North Central part of the country.

Labeling himself an exponent of tax-equality for 25 years, Rep. Mason said he was familiar with a similar proposal introduced in the Senate by Sen. Charles Tobey (R-N. H.) to curb so-called charitable trusts. He said he was working independently, however.

The Tobey proposal would deprive trusts of their non-taxable status on gross income if they acquire stock in radio and television stations and is intended to safeguard all avenues of information. Authorities said they knew of no station owned by such a trust within the meaning of the Internal Revenue Code.

Sen. Tobey offered it as an amendment to a bill pending on the Senate calendar. He told BROADCASTING it is not aimed at any particular organization [BROADCASTING, Sept. 26].

PULSE INC.

N. Y. Aug. Audience Report

THE AVERAGE program received in the average New York home during August was heard by 1.7 listeners, according to data compiled by The Pulse Inc. from its simultaneous personal interviews made during the first week of August. Interviews covered all programs heard from 9 a.m. to 1 p.m. for a full seven-day week.

The 1.7 person average home audience included .6 men and 1.1 women. By age groups the breakdown was .4 under 20, .3 in the 20's, .6 from 30 to 44 years and .4 of 45 and over.

There were more listeners per home on Sunday than on other days, the survey showed: 1.6 average for Monday-Friday, 1.9 for Saturday and 2.0 for Sunday. Broken down by time of day, the Monday through Friday audience showed 1.4 listeners per home in the morning, 1.5 in the afternoon and 2.1 in the evening. On Saturday the number of listeners was 1.5 in the morning, 1.9 in the afternoon and 2.00 in the evening. Sunday figures were 1.8 in the morning, 2.1 in the afternoon and 2.2 in the evening.

WRNL Richmond, Va., again broadcasts Atlantic Refining Co.'s schedule of U. of Virginia football games on Saturday afternoon.

1895 Harold B. Morrill 1949

HAROLD B. MORRILL, 54, general manager of WLAW Lawrence, Mass., died last Wednesday at his home in Arlington, Mass, following an attack of coronary thrombosis.

Mr. Morrill, identified with the radio industry for the past 30 years, played a prominent part in the establishment of WLAW which went on air Dec. 17, 1937. He succeeded Irving E. Rogers as general manager in August 1946, on the eve of the station's debut as a 50 kw operation.

Associated with the Hildreth & Rogers Co., owner and operator of WLAW, for the past 27 years, Mr. Morrill assumed the duties of Mr. Rogers, when the latter resigned to devote fulltime to duties as president and treasurer of the company and as publisher of the Lawrence *Daily Eagle* and the *Evening Tribune*, two dailies serving Essex County.

Mr. Morrill was assistant treasurer and auditor with Hildreth & Roger when appointed to the managership of WLAW, at a time when the company was constructing its 50 kw transmitter at Burlington, Mass., and planning the opening of its Boston office.

He is survived by his wife and a son.

Mr. MORRILL

ANNOUNCEMENT

To users of Western Electric Microphones, Loudspeakers and Disc Reproducing Equipment

Effective October 1, 1949, the Western Electric Company has discontinued the sale, servicing and maintenance of sound system products, including the following major items:

Microphones	Loudspeakers
633 Type	728B
639 Type	755
	757

Reproducing Equipment

109 Type Reproducer Group
9A Reproducers
9B Reproducers

To assure uninterrupted service and maintenance to owners of these products, we have entered into an agreement, effective Oct. 1, 1949, with the ALTEC LANSING CORPORATION of Hollywood, California. Under the terms of this agreement the Altec Lansing Corporation receives all necessary engineering information, as well as our inventory of the above equipments and their parts, and will make available service, maintenance, repair and replacement parts for the products listed.

The Graybar Electric Company will act as distributor for the Altec Lansing Corporation, as it has for Western Electric, in serving customers' needs on these equipments, under terms of an agreement recently concluded between the Graybar Electric Company and the Altec Lansing Corporation.

The leadership and integrity of the Altec Lansing Corporation make us completely confident that all users of the Western Electric equipments listed will continue to have available to them service of the very highest quality.

F. R. Lack
Vice President

Western Electric Company
INCORPORATED

CHECK totaling $12,746.17 is presented to Warren Cross (r), director of fund-raising for the National Foundation for Infantile Paralysis, by Victor A. Sholis (l), director of WHAS Louisville. When the area's emergency polio fund drive fell short, WHAS declared Saturday, Sept. 24, "Polio Dollar Day" and devoted 24 hours and 45 minutes to recruiting funds. In the center is Bud Abbott, WHAS disc jockey who was m. c. during the day's campaign.

McConnell

(Continued from page 23)

independence within each of the three divisions.

The identities of the executives who will be picked to head the radio and the station divisions could not be learned, nor was it known whether the top command had settled on the appointments.

It was believed probable that in the management level of the company Charles R. Denny, executive vice president and himself a strong administrator, would remain as second in command.

MacDonald, Margraf Status

John H. MacDonald, administrative vice president in charge of finance, and Gustav B. Margraf, vice president and general attorney, were believed likely to remain at their current posts—on the company management level.

The future responsibilities of other present executives of the company could not be learned, although it was plain that many of them would be reassigned.

Although it could not be confirmed, it was reported that the plan included the appointment of a management-level director of public relations.

At the time of his elevation to the chairmanship of the board, Mr. Trammell was drawing a $100,000-a-year salary as NBC president under terms of a contract that had more than three years to run.

Mr. Trammell's contract was in the form of a letter from General Sarnoff, as RCA chairman of the board, dated Jan. 9, 1948 and effective Jan. 1, 1948, for five years.

Last year Mr. Trammell earned $125,320, which included a $25,000 bonus. He was the third highest paid executive of RCA. Only General Sarnoff, who received $175,560, and Frank M. Folsom, now RCA president but then RCA executive vice president, who received $125,360, earned more in 1948.

Mr. Trammell is eligible for a company retirement plan which would provide $33,650 a year after age 65.

Whether Mr. Trammell's salary conditions were affected by his transfer of positions was not known.

Mr. McConnell's salary as executive vice president of RCA and now as president of NBC is not a matter of record. It was believed, however, that as chief executive of NBC he would draw more than $75,000 a year.

Mr. McConnell became executive vice president of RCA only last July 1. The high favor with which he was regarded by the RCA command was evident at that time in view of the fact the executive vice presidency had not been filled since 1934. His appointment to that post made him the No. 3 executive in the RCA management, with only Mr. Folsom, as RCA president, and General Sarnoff as chairman of the board and chief executive officer, ranking him.

A long-time practicing lawyer, Mr. McConnell joined RCA in 1941 as a member of the legal department of the RCA Manufacturing Co., which later became the RCA Victor Division. In 1942 he became general counsel of the division and in 1945 was elected the division's vice president and general attorney.

In 1948 he was made vice president in charge of law and finance of the RCA Victor Division. He was elected vice president in charge of finance of the parent company, RCA, last January.

Born in 1906

He was born in Chester, S. C., in 1906, graduated from Davidson College, North Carolina, in 1927 with a chemistry degree and from the U. of Virginia in 1931 with a law degree.

After legal practice with firms in Florida and North Carolina, he joined the legal staff of the National Reconstruction Administration in 1933. From 1935, when the NRA was abolished, to 1941, when he joined RCA, he was a member of a New York law firm.

Mr. McConnell is married and has three daughters.

Mr. Trammell's entire business career has been spent in the service of RCA, or its broadcasting subsidiary.

Born in Marietta, Ga., July 6, 1894, he attended Sewanee Military Academy, in Tennessee, and later the U. of the South. He left college to join the army and became a first lieutenant.

He remained in the Army after the war, and while a member of Gen. Charles G. Morton's staff in San Francisco in 1923, he was asked to entertain two of the general's eastern friends. They were Gen. James G. Harbord and David Sarnoff.

In the course of entertaining them, Mr. Trammell got a job selling RCA communications service and RCA radio equipment for ships on the Pacific Coast. Two years later he became assistant sales manager of the company on the Pacific Coast.

In March 1927 he was transferred to NBC in New York. Two months later he was made manager of the NBC Central Division in Chicago, and the following year he became a vice president.

In January 1939 Mr. Trammell was transferred to New York headquarters of NBC and made executive vice president. He became president July 12, 1940.

According to the official announcement of the election of Mr. Trammell to the chairmanship of the board and of Mr. McConnell to the NBC presidency, the move was taken "upon the recommendation of Mr. Trammell."

In a prepared statement, Mr. Trammell said:

"For some time it has been evident that with the rapid development of television and the changes in radio broadcasting technique, I could better serve the interests of the National Broadcasting Co. by being relieved of administrative duties and be able to devote more of my time to client, talent and station relations in both radio and television.

In selecting Mr. McConnell to be president of the National Broadcasting Co. I am confident he will contribute materially to the continued success of our operations in the changing era ahead."

General Sarnoff, in vacating the chairmanship of NBC in favor of Mr. Trammell, stated:

"The step was taken because we agreed with Mr. Trammell's view that expansion of the broadcasting business which the growth of television makes possible and changing conditions in the industry, required him to be freed from administrative duties so that he can give more of his time to talent, client and station relations, and to the major developments of the company. My interest in NBC continues as heretofore and I remain a member of its board of directors."

Upcoming

NAB DISTRICT MEETINGS

Oct. 13-14: Dist. 5, Roosevelt, Jacksonville, Fla.
Oct. 17-18: Dist. 4, Carolina Inn, Pinehurst, N. C.
Oct. 26-27: Dist. 3, Skytop Lodge, Skytop, Pa.
Oct. 31-Nov. 1: Dist. 1, Somerset, Boston.
Nov. 3-4: Dist. 2, Berkely-Carteret, Asbury Park, N. J.
Nov. 21-22: Dist. 8, Book Cadillac, Detroit.
Nov. 28-29: Dist. 16, Paradise Inn, Phoenix.
Dec. 1-2: Dist. 15, Mark Hopkins, San Francisco.
Dec. 5-6: Dist. 14, Utah, Salt Lake City.
Dec. 14-15: Dist. 17, Benson, Portland, Ore.

* * *

Oct. 10-14: Society of Motion Picture Engineers 66th semi-annual convention, Roosevelt Hotel, Hollywood.
Oct. 14: AAAA Annual Central Council Meeting, Hotel Drake, Chicago.
Oct. 15-23: National Television-Radio Exposition, Shrine Convention Hall, Los Angeles.
Oct. 16: North and South Carolina Broadcasters Assns. joint meeting, Southern Pines, N. C.
Oct. 16-18: AAAA Annual Pacific Council Meeting, Arrowhead Hot Springs Hotel San Bernardino, Calif.
Oct. 16-19: Radio-TV-Motion Picture Clinic, American Chamber of Commerce Executives national convention, Seattle.

LOBBY PROBE

Rayburn Names Committee

PLANS to initiate an investigation of certain lobbying activities by government agencies and private firms were implemented on Capitol Hill last week with concrete action on two fronts.

Rep. Frank Buchanan (D-Pa.), author of the measure (H Res 298) to authorize a probe by a House select committee, re-introduced a resolution (H Res 37) calling for approval of a $40,000 sum. The House Administration Committee previously had turned down a request for $50,000 to launch the probe after a personal appeal by Mr. Buchanan [BROADCASTING, Oct. 3].

FCC, FTC and stations and networks would be subject to the scrutiny of legislators bent on studying activities designed to "influence, encourage, promote or retard legislation." Lists of present lobby registrants, published semi-annually by Congress, would also fall under select committee's eye.

Earlier last Thursday, House Speaker Sam Rayburn (D-Tex.) named personnel to comprise the select group under the chairmanship of Congressman Buchanan. Others would include Reps. Henderson Lanham (D-Ga.), Carl Albert (D-Okla.), Clyde Doyle (D-Calif.), Charles A. Halleck (R-Ind.), Clarence J. Brown (R-Ohio), Joseph P. O'Hara (R-Minn.).

Chairman Buchanan could not be reached, but committee spokesmen said an organizational meeting was scheduled for this week to determine the group's course of action. Meanwhile, in view of Speaker Rayburn's selection of personnel and reduction in funds sought for the proposed probe, the House Administration Committee was believed amenable to approving the request for $40,000. Action on the fund-raising resolution also was slated for this week.

ENGINEERS MEET

AIEE Fall Session Oct. 17-21

MORE THAN 1,200 electrical engineers, scientists, research executives and industry leaders are expected to attend the 1949 annual fall general meeting of the American Institute of Electrical Engineers Oct. 17-21 in the Netherland Plaza Hotel, Cincinnati.

E. S. Fields of Cincinnati, chairman of the meeting committee, said the five-day program would feature 28 technical sessions, conferences, symposiums, special events and inspection trips to Cincinnati area industries. Technical sessions will be on communications, science, industry, electronics, general applications and power. Dr. Raymond Walters, president of the U. of Cincinnati; Robert S. Peare of New York, vice president of the General Electric Co., and Mr. Fairman will address the institute's general session Oct. 18.

it takes POWER

Only WBAL covers the rich Baltimore area and wide surrounding territory with 50,000 watts power

■ 4,225,000 people living in the WBAL coverage area . . . spending more than $3,290,000,000 annually in retail sales

50,000 Watts

WBAL

Baltimore's NBC

represented nationally by EDWARD PETRY & CO.

Business Cycles

(Continued from page 27)

upward and downward in swings called business cycles.

This discussion is concerned only with business cycle and trend fluctuations.

The underlying trend or growth pattern of individual industries (as distinct from the ebb and flow from month to month or even from one year to another) falls into at least three phases.

First, there is the period of commercial exploitation and development. At this stage, a new industry is moving out of the novelty or laboratory stage into the period where it takes on the aspect of commercial feasibility. Television was undoubtedly in this stage of development up until 1946 or early 1947. On the other hand, AM radio was in this phase of growth during the early '20s. Today, TV is no longer in the "prove to me" phase of consumer acceptance; its operations are on a practical basis; its commercial attractiveness is definitely on the rise and relatively substantial untapped market areas lie ahead of it.

* * *

THE second phase in the evolution of an industry is that of extensive expansion or acceleration. The characteristics of this phase is a sharp upward underlying growth, brought on by the fact that the market for the product or service grows cumulatively and "extends" itself to an increasing number of persons. This market growth is based upon the fact that there exist whole new areas of consumers who do not have the product or service and who are now being brought into the market for the first time. Hence, the concept of rapid, accelerated growth, brought on through the impact of wider and wider, i.e., increasingly extensive consumption.

In this phase of extensive trend growth, an industry experiences relatively high profits on invested capital; generally operates in what is commonly called a "sellers" market (for its product or service); attracts considerable new capital investment because of relatively good financial prospects, and hence, witnesses a fairly rapid increase in the number of new entrepreneurs who want to get into this seemingly attractive industry.

Another characteristic of this particular period of development is that cyclical downswings (recessions or depressions) in general business are either completely offset, or substantially counteracted, by the very pronounced upward growth tendencies which permeate that particular industry.

The 1929-1933 depression comes at a time when sound radio had already entered its period of extensive growth. Consequently, the strong growth forces then prevailing in radio broadcasting definitely and substantially offset the broad economic forces which brought a severe depression in most other industries. This occurred despite the fact that total advertising did experience a rather substantial decline along with other business activity.

It would seem to be rather clear that, should the future economic situation progress into a reasonably sustained recession or depression sometime during the next few years, television will be in a similar position because television has already moved strongly into its era of extensive expansion.

The third period in the life history of an industry is that of intensive development. When an industry is in this economic phase, its primary market comes from replacement demand of the product or from the sustained preservation of the prevailing levels of consumer usage. Over and above this recurring replacement, such an industry will experience further growth because of: (a) normal expansion of the total population which adds families to the total market; (b) increased "per capita" use of the product or service by the individual consumer.

SMILING group on hand for initial broadcast of the new *Carnation Family Party* on Columbia Pacific Network are (l to r): Paul Willis, advertising manager of Carnation Co.; A. E. Joscelyn, director of CBS operations; Jay Stewart, program m.c.; Norman Best, Erwin-Wasey & Co.; Arthur Harold, vice president Carnation Co. and president of cereal division; Larry Nolte, advertising manager for Carnation Evaporated Milk.

Being in the intensive phase of development certainly does not mean stagnation, lack of virility or absence of good solid profits for an industry. It merely means that its normal *rate* of upward growth is slower because it is now a more mature industry. Witness the steel, auto, machinery, oil refining, tobacco, soap and other industries —most other American industries —which have long since entered their respective periods of intensive growth.

There is still a fourth phase into which an industry may emerge. This is a period of retardation or decline and some American industries are already experiencing this basic, long-range downward trend. This underlying tendency to decline may be brought on by: (a) exhaustion of the raw materials upon which the industry is founded; (b) consumer shift away from the product or service; (c) competitive replacement by another product or service.

Sound radio is undoubtedly now in the period of intensive growth. You can't expect that the total number of radio homes will increase very markedly in the future, except as provided for by normal population expansion. The chances of further increasing the per-listener level are definitely existent, although relatively limited.

(The second and last part of Mr. Doherty's analysis will be published Oct. 17)

GULF COAST HURRICANE

Radio Keeps Public Informed as Winds Subside

FEARS of Texas Gulf Coast Area broadcasters of station damages from an onrushing hurricane were dispelled in the after-midnight hours Tuesday, Oct. 4, when winds hit with less than expected force.

Houston took the brunt of the storm and tensed for action during Monday. All Houston stations gave storm warnings at frequent intervals, carried Weather Bureau advisories and relayed precautionary advice to populations. KXYZ Houston fed a special news roundup to some 20 Lone Star chain affiliates and others across the state.

FCC regional office at Houston reported all stations as doing "a fine job" in keeping the public posted. Thousands of persons had gathered in the city for refuge. Broadcasts of hurricane reports and music relieved anxiety of a crowd which spent the night in the big Houston Municipal Auditorium.

About a dozen station executives from Houston, Beaumont, Galveston and other Gulf points who were registered for sessions of the two-day NAB meeting in Dallas, left hurriedly the first day (Monday) to get back to their stations for expected emergency.

FCC Inspector Louis McCabe at Houston told BROADCASTING all Gulf stations kept the public alerted, helping minimize damage. At the same time, radio hams had set up a communications network with Red Cross disaster headquarters at St. Louis.

H. PRIESTLEY

WWJ Business Head Killed

HAROLD W. PRIESTLEY, 42, business manager of WWJ-AM-FM-TV Detroit, was killed Oct. 1 when he walked into the path of an express passenger train just outside the city limits.

Mr. Priestley

Mr. Priestley was one of the oldest WWJ employes, in point of service, having joined the station in 1923 as an office boy. Within six months though only 17, he was promoted to announcer. He also did program directing and traffic work until 1936, when he joined sales.

For the next ten years he worked as a salesman and later, sales manager. In 1946 he was promoted to business manager.

Mr. Priestley is survived by his wife and a son, Harold Jr.

UNDUPLICATED PROGRAMS BUILD AUDIENCE

See Centerspread This Issue

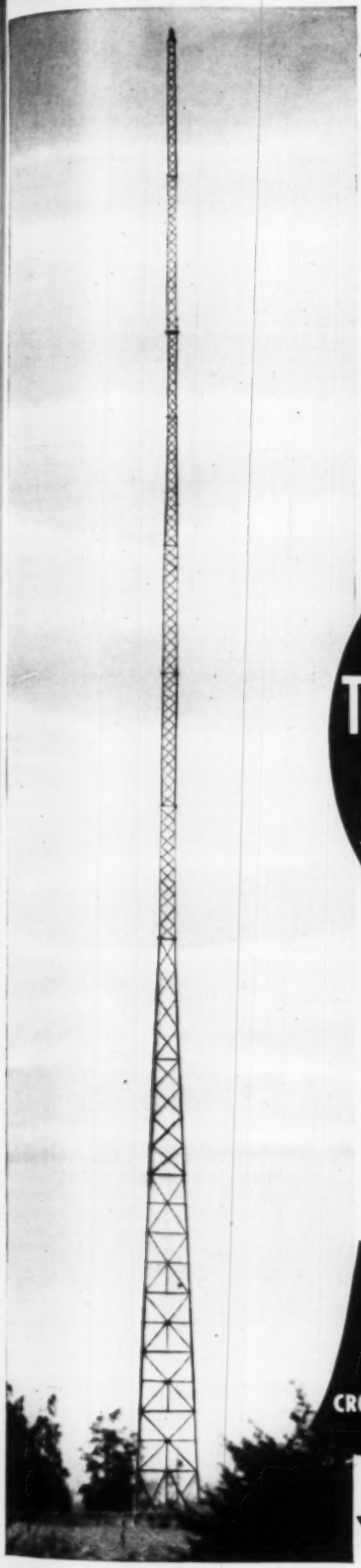
ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER



Serving two different needs for KFOR and KFOR-FM, Lincoln, Nebraska

Network AM programs are broadcast through KFOR's 250-foot Truscon Self-Supporting Radio Tower. For FM broadcasting by KFOR-FM the Cornbelt Broadcasting Company chose a similar but stronger 250-foot Truscon Tower which supports above its top a Federal 8-Bay Square Loop FM antenna. The overall height above ground is 330 feet.

Uninterrupted service in the rolling plains country, which these twin steel beauties serve, requires good structural stability. And, Truscon engineers designed and built this pair *to fit the needs of that specific location.*

Truscon engineers have a world-wide background of field experience to help you in evaluating all local operating conditions, and in fitting the correct tower to them. It may be tall or small . . . guyed or self-supporting . . . tapered or uniform in cross-section . . . for AM, FM or TV. Your call or letter to any nearby Truscon District Office – or to our home office in Youngstown – will bring immediate, interested attention, with no obligation.

Two More TRUSCON TOWERS OF STRENGTH

250 FT. 330 FT.

HIGH OVERALL

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED TOWERS

Truscon Copper Mesh Ground Screen

LEASES

Trend Seen in Two Yankee Assignments

IN THE FACE of tightening economic times, observers last week saw the possibility of a trend emerging from the leasing arrangement, approved Monday by FCC, by which Yankee Network assigned the licenses of WAAB Worcester, Mass., and WMTW Portland, Me., to Radio Enterprises Inc.

Under the agreement Yankee leases the facilities of the two stations to Radio Enterprises at $40,000 a year for three years and holds an option to extend the lease at the same rate for two three-year periods. Radio Enterprises has the right, after six years, to terminate the arrangement by paying Yankee $50,000 and taking ownership of the facilities.

Observers construed the contract as essentially a sales agreement with "unusual terms."

Baybutt Heads

Radio Enterprises is headed by John A. Baybutt, who owns 1%, and is controlled (99%) by his mother, Mrs. Josephine L. Baybutt, owner of Ernest Jacoby & Co., Boston commodity brokerage firm.

Some of the property covered in the lease is being leased, in turn, by Yankee Network from other owners at approximately $12,500 a year. Thus the network's net return under the contract with Radio Enterprises is about $27,500 a year. If the cost of Yankee's lease from the other parties is increased above $12,500, then Radio Enterprises pays the amount of the increase, according to the contract.

The leasing arrangement was drawn up after FCC refused to approve a plan whereby Radio Enterprises would have acquired the stations under another lease plan providing for a flexible rental [BROADCASTING, May 30].

The "consideration," under that plan, would have been the leasing of the physical facilities of the two stations for a minimum $325,000 for five years. FCC objected to a provision which would also give Yankee 25% of gross billings above $12,000 per four-week period during that time. By such a provision, FCC said, Yankee would retain an interest in station operations which the Communications Act prohibits.

The new lease, like the original contract, provides that Radio Enterprises is under no obligation to reassign the licenses to Yankee.

Both stations have been operating at a loss, according to the earlier FCC decision. The joint loss was estimated by FCC, in its earlier decision, at $7,188 per month from February through October 1948, with last October's figure, after curtailment of expenses, placed at $2,826. WAAB is on 1440 kc with 5 kw; WMTW on 1490 kc with 250 w.

District 13

(Continued from page 29)

rillo, was chairman of a sales session led by Mr. Mitchell, who appeared in the district for first time since he became BAB director. In his earthy pitch to stations Mr. Mitchell said, "With good salesmen selling, there wouldn't be enough radio stations in the country to handle all the business that is readily available."

He suggested the agency doesn't decide who's going to use the medium. "The people in your market decide," he declared. "It's as basic as that. It's up to you to sell the people in your market." He defined radio as "the basic medium, the common denominator of all advertising."

Judge Miller addressed the Monday luncheon. He was introduced by Mr. Rembert as "broadcasting's greatest asset." Both emphasized that the NAB board controls the association and that the Washington staff carries out the directors' wishes and the directors in turn need guidance from members in their policy-making.

O. L. (Ted) Taylor, KGNC Amarillo, presided at the labor relations session. Mr. Doherty reviewed current trends in the employment situation and analyzed station cost problems in the area as well as in the nation as a whole.

Government Inroads

Dr. Umphrey Lee, president of Southern Methodist U., warned that " a growing number" of people would like to see the government take over radio stations, terming this situation a threat to Americanism. He praised the industry "for the generally high quality of its performance," but warned: "If you ever slip, all these boys hanging around the corner wanting government control will get support." Diversity of control, prevailing under privately managed broadcasting, is one of the safeguards of American liberties, he said.

An unscheduled holdover session of the Monday-Tuesday District 13 meeting was held Wednesday so Mr. Mitchell could address station salesmen. The session was requested by station managers.

Live Proof Filmed

PRODUCTION crew working on "Lightning That Talks," promotion film being prepared by the All-Radio Presentation Committee Inc., last week filmed actual proof of the power of radio advertising. The Me Too Stores advertised on Cedar Rapids stations a special sale of three carloads of peaches. Eager customers bought out the stock in less than a day, while the crew filmed sales.

WOL TRANSFER

FCC Approves Sale To WWDC

CONSENT was given by FCC last week to acquisition of WOL Washington by WWDC, local independent there, for consideration of $300,000 [BROADCASTING, Aug. 8].

Capital Broadcasting Co., WWDC licensee, won Commission approval for purchase of the Cowles-owned MBS outlet on condition that the transfer not be consummated before all interest in WWDC is given up. A number of different groups have indicated interest in the WWDC facilities, according to Ben Strouse, WWDC general manager, but no transaction has been completed to date. Asking price is unofficially said to be about $250,000.

WOL, Mutual's key outlet for the Capital, is assigned 5 kw on 1260 kc. WWDC is assigned 250 w on 1450 kc. Capital Broadcasting, in taking over the WOL facilities including WOL-FM, proposes also to switch over and retain the WWDC call. WWDC-FM is the Transit Radio FM outlet for Washington and would continue to be so through switching frequency crystals with WOL-FM when the transfer takes place.

There still is no indication as to what becomes of Mutual in Washington. Indications are that WWDC would prefer to continue its independent status and profitable music-news-sports pattern, including airing of Washington Senators ball games. Although WWDC will take over the WOL transmitter plant, it also is undecided whether studios would be switched. These matters reportedly all depend on outcome of negotiations to dispose of the 1450 kc local assignment WWDC has been using.

Speculation has arisen that Mutual might prefer to switch to suburban WEAM Arlington, Va., a regional outlet on 1390 kc with 5 kw, rather than be left with only a local outlet.

The Cowles newspaper and radio interests, which acquired WOL in 1944 in a swap of its WMT Cedar Rapids, told the Commission it "proposed to withdraw from the Washington field at this time in order more effectively to concentrate its efforts on the development of radio and television plans for the Midwest and Boston."

ANTENNA SITE

Sharp Battle With CAA Seen in WOR Proposal

THE PROSPECT of a full-scale battle over CAA antenna-site policies loomed last week in WOR New York's effort to secure approval of its plan to increase tower height from 410 to 638 feet.

Spokesmen for the CAA served notice that they would petition FCC to accord them status as intervenor in the Commission's hearing on the WOR proposal, described as the first case to go to hearing on CAA's failure to approve a tower site. Representatives of the Air Transport Assn., also opposing WOR, indicated they would file a similar petition.

The hearing is now set to resume Wednesday. Under normal procedure the petitions to intervene could not be acted upon before late this week, but counsel for WOR, who asked for the hearing after a series of unfruitful conferences with the aviation interests, agreed to waive the customary time requirements.

D. M. Patrick, Washington attorney for WOR, said CAA's full participation in the hearing would be welcomed if the agency would accept the responsibilities that go with such participation, but reserved judgment on ATA's entry pending a study of its petition.

If the case is viewed by aviation interests as a problem bearing upon the entire aviation industry, he said, then it must also be considered an industry problem from radio's standpoint, and other segments of broadcasting, such as NAB and TBA, should be given an opportunity to participate.

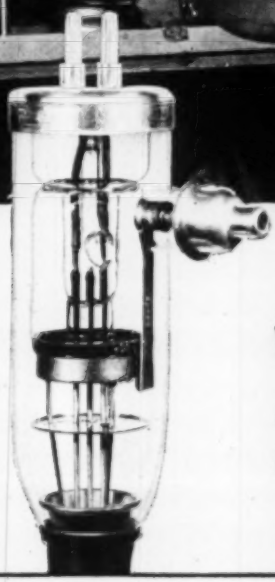
In last week's sessions of the hearing, conducted before Examiner James D. Cunningham with David S. Stevens as Commission counsel, the WOR tower proposal was opposed by representatives of the New York Port Authority, which operates the Newark Airport among others, and the Linden (N. J.) Airport.

The problem of CAA approval of antenna sites has long been a headache for broadcasters. A set of "criteria" or standards showing where towers might be erected without submission to the aviation authorities was drawn up and tentatively agreed upon in a series of conferences of FCC, CAA, and broadcasting and aviation representatives last spring.

These standards ultimately will be the subject of rule-making proceedings before the Commission, but as yet no formal steps have been taken in that direction. Presumably the delay is occasioned by efforts to reach agreement on the procedure to be followed and upon the issuance of new rules relaxing the painting-and-lighting requirements, but there is persistent speculation that the aviation interests hope to impose stricter antenna-site standards than those tentatively agreed upon.

It took nearly SEVEN years for this job to materialize!

Station engineers at WLW, Cincinnati, replacing two Federal F-342-A tubes after more than 50,000 hours service in the RF driver stage of WLW's redesigned 50-KW transmitter.



WLW retires two Federal F-342-A tubes AFTER MORE THAN 50,000 HOURS OF OUTSTANDING PERFORMANCE

FROM THE WLW LOG BOOK:

		Life	Cause of Failure
Federal Tube	#21,473	54,665 hrs.	Open Filament
Federal Tube	#21,277	57,083 hrs.	Open Filament

Cost per hour per tube... less than one cent!

See what can happen when you use the finest tubes available ... in properly engineered transmitter circuits.

"It is obvious," says R. J. Rockwell, Vice President in charge of Engineering, Station WLW, Cincinnati, "that properly coordinated tube and circuit engineering definitely pays off. These two Federal tubes were placed in operation almost seven years ago, and performed very satisfactorily for over 50,000 hours each. We expect to obtain approximately 15 years service from the two sets of tubes (one operating, one spare) now on hand."

WLW is no stranger to the phenomenal life of Federal tubes. Mr. Rockwell reports similar outstanding service life from Federal tubes in WLW's shortwave transmitters operating in excess of 200 KW.

Federal tubes ... backed by 39 years of development and manufacture ... are precision-made, checked and double checked for mechanical perfection and finest electrical performance. For information write to Dept. K-309.

Federal Telephone and Radio Corporation

FEDERAL TELECOMMUNICATION LABORATORIES, Nutley, N. J. . . . a unit of I T & T's world-wide research and engineering organization.

100 KINGSLAND ROAD, CLIFTON, NEW JERSEY

In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.
Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.

THE LATEST WCKY STORY

WCKY HAS 50,000 WATTS . . .

POWER DELIVERS THE SIGNAL

WCKY HAS UNDUPLICATED PROGRAMS

UNDUPLICATED PROGRAMMING

GETS THE AUDIENCE

IN CINCINNATI, ONLY WCKY

GIVES THE ADVERTISER 50,000 WATTS

AND UNDUPLICATED PROGRAMS

WCKY — ON THE AIR 24 HOURS A DAY, SEVEN DAYS A WEEK

INVEST YOUR AD DOLLAR WCKY'S-LY

HERE ARE SOME OF THE NATIONAL ADVERTISERS WHO KNOW THE VALUE OF WCKY'S 50,000 WATTS AND UNDUPLICATED PROGRAMS:

PROCTER & GAMBLE
MGM PICTURES
BLOCK DRUG
SWIFT ICE CREAM
FOUR WAY COLD TABLETS
COLGATE PALMOLIVE PEET
C. F. MUELLER
RALEIGH CIGARETTES
HILLS COLD TABLETS
WHITEHALL PHARMACAL CO.
KILMER & CO.
LUDENS
CAMEL CIGARETTES
MISSION BELL WINE
EATMOR CRANBERRIES
CARLETON & HOVEY
ROBERT HALL CLOTHES
CARTER MEDICINE CO.
BULOVA WATCHES
CORN PRODUCTS
PURITY BAKERIES
VICKS VAPO-RUB
SCHICK RAZORS
LEVER BROS.
CONTINENTAL BAKING
DRACKETT CO.
BLUE BONNET MARGARINE
CHRYSLER MOTORS
GARRETT WINE
KOOL CIGARETTES
NEW YORK CENTRAL RAILROAD
CROSLEY REFRIGERATORS
EX LAX
LADIES HOME JOURNAL
FOSTER-MILBURN CO.
DR. CALDWELL

NOW—MORE THAN EVER
WCKY IS YOUR BEST BUY IN CINCINNATI

Call Collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688
TWX: NY 1-1688

or
C. H. "Top" Topmiller
Cincinnati Phone: Cherry 6565
TWX: CI-281

L. B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

XUM

Editorial

FCC's TV Spot

AFTER a fortnight of hearings on the future of television, several conclusions are inescapable. (1) The FCC is conducting more of an inquisition into TV research, development and manufacturing than it is a hearing on allocations; (2) the FCC (or at least certain members thereof) seems to regard itself as on trial before Congress and is building a record designed to get it off the spot; (3) opening of 42 UHF channels to provide that "truly nationwide" competitive TV allocation is sheer speculative will-o'-the-wisp.

There's no doubt the FCC is in a predicament. The original allocations were badly bungled. It must find means of permitting the art to expand—with black & white and with or without color. Its every move is being watched by the Senate Interstate & Foreign Commerce Committee.

There can be no doubt that color TV possesses distinct advantages over black and white for many kinds of telecasting. But there is some doubt as to the present practical use of color. That's what these hearings evidently are all about.

There are other fundamental questions. This marks the first time that the FCC has attempted to assert its jurisdiction over manufacture and research in the broadcast fields. The FCC does not license manufacturing. It can determine the allocations standards. It is up to art and industry to do the rest.

Some believe—and we are among them—that if artificial limitations were removed so that facilities could be applied for on a first-come, first-served basis, assuming applicants are qualified, perhaps 50% of the present aspirants would drop out of the TV picture. It is because of the feeling that this is the only time the TV hat will be passed that applications have been filed by so many.

An immediate solution would be at hand if the government relinquished, or was dispossessed of, the bloc of VHF channels immediately adjacent to the present VHF TV band. The 12 VHF channels are not adequate for even a token nationwide service. UHF is unknown and untried domain. And, as we have pointed out repeatedly, in time of national emergency, the military has *open sesame* everywhere.

Because of the errors of the past, the confusion of the present and the fate of an art and public service, the FCC must exercise inspired wisdom in shaping a national policy for television. It should not be loath to undo past policy declarations. It should not compromise with scientific fact or political opinion. It must be clear-headed and follow its convictions. After this there can be no turning back.

The World *Serious*

IRRESPECTIVE of who wins the World Series there seems to be little doubt that radio and TV will be the losers.

The no-charge, no-pay television plan may prove so profitable for its sponsor, Gillette, that similar plans for similar extraordinary programs may make their appearance in the audio as well as the television field.

Television stations had little choice this year but to accept the World Series, whatever the terms. National interest in baseball at this season is so intense that a station which values its audience hesitates to follow any other course. Some station managers who first rejected the offer found it expedient to change their minds after feeling out public sentiment.

The argument that the telecaster will profit by adjacencies seems specious. There are always profitable adjacencies for Series broadcasts. Last year there were adjacencies for paid Series telecasts as well.

The whole principle of commercial radio seems at stake. If Gillette gets away with no-charge, no-pay commercials for the World Series, other accounts sponsoring special events of national interest will feel entitled to similar treatment. If their agencies fail to produce such deals they will demand an explanation. And it is possible that some agency executives will find their feet in the same hot water that now singes TV station managers.

Broadcasters and telecasters must decide what their future policy is to be if they are to avoid this very real threat. The rate card must be adhered to if commercial radio is to continue to prosper. For telecasters or broadcasters to carry commercial programs on a sustaining basis will break down the basic principle of radio advertising which has been built up under the U. S. system. It is time now to make a stand.

No NARBA Giveaway

WHEN THE NARBA conference convened last month in Montreal to evolve a working agreement among North American nations on efficient use of the 106-channel AM band, it was evident that an understanding would not be easily reached. At past conferences Mexico or Cuba alternately had outmaneuvered our State Dept.

Even at this early date there are dangerous signs. Mexico, for reasons still obscure officially, has absented herself from Montreal. Hence she could renounce any agreement which might be reached. Little Cuba, with more radio facilities per capita for her five million population, confined to a relatively small area, first tossed in a preposterous proposal that would make the North American radio foot fit the Cuban shoe. Then Cuba began pressing for that which she apparently wants. Strangely some of our delegation are reported willing to accede. The proposal is that nations signatory to NARBA be permitted to use 250-watt transmitters on all regional channels, cutting in half the present lower limit of 500 watts.

The consequences are readily apparent. Cuba doesn't need power to cover her compact area. Use of lowest permissible power on desirable frequencies would mean cheap operation. But it would mean further degradation of U. S. service. The inference that the NARBA standards might be reduced "internationally" but would be ignored nationally (in the U. S.) is short-range gobbledegook.

If the standards were dropped internationally the pressure soon would be on here. The whole regional classification—comprising the largest group of metropolitan stations—would face inundation.

We can merely guess why Mexico is on the sidelines. She is using power in excess of the 50,000 watt limit allowable in the United States and Canada. She has assigned a substantial portion of her facilities to border stations operated by U. S. citizens to serve U. S. listeners. And she has squatted on 540 kc with high power in derogation of treaty provisions.

Just this once, we hope the State Department will back up our experts and hold fast against south-of-the-border onslaughts. If they get away with regional degradation, it could be but a short stride to preemption of rights on all other channels.

No one wants an ether war. There are reasons, however, to believe that one would be preferable to any more "giveaways" by our State Dept.

Our Respects To

ROBERT JOSEPH McANDREWS

MOST people start their business career after graduating from high school or college. But Robert Joseph McAndrews started his at the early age of 12. And experience gained from that day on has well qualified him for responsibilities he holds today.

The story of this enterprising young man recently appointed to the newly created post of managing director of Southern California Broadcasters Assn., reads like one written by Horatio Alger.

Husky Robert J. McAndrews was Hollywood promotion manager of Young & Rubicam when he resigned to take over his present assignment with the trade association of 28 stations and networks. With a three year wartime interruption, he was for approximately seven years NBC Western Division advertising and promotion manager before joining Y&R.

Born "South o' Market" St. in San Francisco April 10, 1911, Mr. McAndrews comes from sturdy California pioneer stock. Grandpa Patrick McAndrews, for example, in the early 1880's drove the first stage coach between Santa Rosa and Sonoma, Calif.

The business career of young McAndrews started when he was in the seventh grade at Mission Dolores School. He washed bottles and ran errands for a drug store after school hours. With promotion to the eighth grade he got himself a new parttime job as office boy for Eversharp Pencil Co. and held that down for five years.

Since those days he has had a varied career. Working his way through Sacred Heart High School, San Francisco, and later St. Mary's College, Moraga, Calif., he has run the gamut of waiter, soda jerk, telephone operator and playground director, to mention but a few. While at college, Mr. McAndrews was assistant in the treasurers' office, then the registrar's and next the board of athletic control.

During junior and senior years at college he was assistant to the graduate manager of athletics. And along with those responsibilities he found time to edit the college newspaper and take an active part in college debates. He was junior class president in 1930.

Graduated *maxima cum laude* from St. Mary's in 1932, he made the baccalaureate address, too. Young McAndrews was a scholarship student. To round out his academic education, he took post-graduate work in English at U. of California at Berkeley.

With journalism his major, Mr. McAndrews planned to be a newspaperman. When he grad-

(Continued on page 62)

The philharmonic in Carnegie Hall or the bow and fiddle at the Jamboree. Boiled shirt sophisticates in sleek limousines or Ma and Pa on the buck board. Deep in the heart of every American lives a love for music that is truly our own. Music born on the western plains in the days of the pioneer—music that is as much a part of America as hot dogs and the 4th of July; it's the same whether you live in the shadows of the Rockies or right here in New York as one of 13,000,000 residents in the biggest city on earth.

Rosalie Allen famed sweetheart of the prairie presents America's music nitely on WOV's Prairie Stars. Her loyal highly responsive audience (64% of whom are women) have made Prairie Stars one of radio's best buys on the basis of delivered sales. Now in its 5th year Prairie Stars is a proven consistent winner for advertisers of consumer products. For increased sales at lowest cost—for listener response—for sustained buying interest buy Prairie Stars... a WOV feature production.

Get the facts on who is listening to Prairie Stars—get the facts on buying power and consumer habits... ask to see WOV's newly completed Prairie Stars Audience Audit. It's proof that on WOV RESULTS IS THE BUY WORD.

PRAIRIE STARS

a WOV feature presented by

ROSALIE ALLEN

Monday through Saturday 9 to 11:00 P. M.

WOV

NEW YORK

RALPH N. WEIL, Gen. Mgr.

The Bolling Company, National Representatives

NAB District 12 delegates meeting at Wichita included (l to r): front row—Matthew H. Bonebrake, KOCY Oklahoma City; William S. Morgan, KNOR Norman; John S. Major, WREN Topeka; back row—L. A. Blust Jr., KTUL Tulsa; Bob Burton, BMI; Webster L. Benham, KOMA Oklahoma City.

GROUP at NAB District 12 meeting included (l to r): front row—Archie J. Taylor, KANS Wichita; Robert Enoch, KTOK Oklahoma City, district director; Dick Campbell, KOME Tulsa; Bert Lown, Associated Program Service; back row—Jack Todd, KAKE Wichita; Pierre Weiss, Lang-Worth; Frank V. Webb, KFH Wichita; William Wyse, KWBW Hutchinson; Bill Reilly, RCA Thesaurus.

Rate Card

(Continued from page 29)

president of BMB. Maurice B. Mitchell, director of Broadcast Advertising Bureau, made his now famed "Mitch's Pitch" both in broad outline and reiterated observations made at previous district meetings.

Dr. Baker, in response to an inquiry as to the future of BMB, pointed out that broadcasters had invested a million dollars in the 1946 survey and another million in that which will be released in November or December. "If the industry lets go we would be in a bad way vis-a-vis the newspapers," he said, adding that thousands of newspaper salesmen are waiting to clash out at radio if it does not continue to support a counterpart of the Audit Bureau of Circulations.

Mr. Mitchell, who spoke off the record, ran the gantlet of radio advertising versus sales techniques of the competitive media. He was introduced by Julian Haas, KARK Little Rock, 6th District sales managers chairman.

The convention banquet was held Thursday night.

The Sixth District convention was preceded on Wednesday by meeting of the Mississippi Broadcasters Assn. and the Tennessee Assn. of Broadcasters.

The Mississippi meeting, led by President Robert F. Wright of WTOK Meridian, devoted much of its time to a discussion of better service on football broadcasts. Granville Walters, WAML Laurel; Cy Bahakel of WKOZ Kosciusko; Wiley Harirs, WJDX Jackson, and Mr. Wright were named as a committee to work out plans for better broadcasting service.

At the Tennessee meeting John Hart WBIR Knoxville, urged equal opportunity for all stations in broadcasts of U. of Tennessee football games. Earl W. Winger, WDOD Chattanooga; Luke Medley, WHUB Cookeville, and Harold Krelstein, WMPS Memphis, spoke on advertising and radio's percentage.

A motion was introduced for the stations of Tennessee to sell optimism and it was agreed that starting next week each Tennessee station would put on at least four announcements daily telling of Tennessee's business, industry and opportunities for progress. T. B. Baker, WKDA Nashville, spoke on local news coverage, following a talk by Wilton Cobb of WMAZ Macon, Ga., on local news. Mr. Sowell presided.

Tennessee Associated Press Assn. was formed at a side meeting. Harry Stone, WSM Nashville, was chosen chairman. Vice chairmen named were Cliff Goodman, WETB Johnson City and Leslie R. Brooks, WTJS Jackson. These three will name a committee of three to meet periodically with a committee of the Tennessee Associated Press newspapers for a discussion of mutual news problems.

A record registration of 117 was achieved. Last year's district meeting drew 85 broadcasters.

The morning session Friday was devoted entirely to operating costs, profits and labor, with Richard P. Doherty, NAB's director of employe-employer relations as the discussion leader. Presiding at the seminars was Harry Stone, vice president and general manager of WSM Nashville, and sixth district employe-employer relations chairman.

Mr. Doherty presented his studies on the relation of cost to income, adapting the figures to the sixth district area. His discussion followed the pattern of previous district meeting talks, plus the localized aspects.

Luncheon speaker Friday was Robert Burton, vice president of BMI. NAB President Miller, who delivered the closing address, discussed the reorganized NAB, its functions and its objectives.

Craig, Robinson Wed

MARGARET ANN CRAIG, daughter of Mr. and Mrs. Edwin W. Craig, was married Oct. 4 in Nashville to Walter McLaren Robinson Jr. of New York. The bride's father is chairman of the board of WSM Nashville, president of the National Life & Accident Ins. Co. and chairman of the Institute of Life Insurance. Mr. Robinson is a member of the law firm of Cravath, Swaine and Moore, New York. The couple will reside in New York.

THS TRANSFER

FCC Finds Nothing Improper

FCC SAID last week that it found "nothing improper" in the arrangements for the combined transfers of KTSA San Antonio, KRGV Weslaco, Tex. and KANS Wichita, whereby the long-standing station ownership association of O. L. (Ted) Taylor, Gene A. Howe, and T. E. Snowden would be dissolved.

The Commission made this finding in a memorandum opinion explaining its action in reconsidering and approving the three transfer applications without hearing [BROADCASTING, Sept. 26].

The problem, FCC explained, lay in arrangements for the purchase of KTSA for $385,751 by a company controlled by Mr. Taylor and the immediate re-sale of the station to Express Publishing Co. for $450,000. FCC had feared "trafficking in frequencies" might be involved.

Rejecting this fear after a study of the situation, FCC noted that "over a period of 21 years the business relationship of Snowden, Howe and Taylor has been intimate and one in which Taylor has been heavily relied upon. . . . It appears that Howe and Snowden, being advanced in years and desirous of retiring from the radio business, instructed Taylor to dispose of their interests. In so doing they gave Taylor, because of his long association with them and their desire to reward him for past services, an option to purchase KTSA at the "discount" price of $385,751, knowing that Taylor had contracted to resell that stock to Express for $450,000. . . ."

". . . Taylor, far from spending a momentary and profitable period in the radio business, will continue his long-time association with that business as the owner of two of the stations involved [KANS and KRGV], one of which [KRGV] he was enabled to buy, in toto, because of a sale of the third at a profit," FCC asserted.

His "long association with Howe and Snowden negates any suggestion of his being a broker or a promoter who is simply acquiring a license and trafficking in it," the opinion concluded.

In the transfers, Taylor Radio & Television Corp., headed and 75% owned by Mr. Taylor and having the same stockholders as KANS, acquired assets of KANS for $200,000 and KRGV for $320,000.

UNDUPLICATED PROGRAMS BUILD AUDIENCE

•

See Centerspread This Issue

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

Burger Beer . . . . . DOUBLES SALES in 3 weeks with "directed" advertising on . . .

WGRD

Grand Rapids, Michigan

A Service of Broadcasting Newsweekly

TELECASTING

OCTOBER 10, 1949

FCC HEARING

Color Inevitable—CBS; System Shown in D.C.

DEMONSTRATION

CBS TOLD FCC last week that color television is "inevitable" and should be authorized promptly, that for the TV broadcaster the increase in price of equipment for its system would be "probably less than 3% of the entire station cost," and that a receiver with the equivalent of a 10-inch picture could retail at about $220.

The Columbia plea for early approval of color, coupled with a two-day official demonstration of its system (see story this page), occupied the Commission's attention during most of the second week of its color TV hearings.

The week was singularly unmarked by the lengthly questioning, accompanied by occasional temper flares, which attended the opening week's sessions [BROADCASTING, Oct. 3]. The even course of the sessions was attributed to a great extent to the Commission's desire to hear all the direct testimony possible before embarking on actual demonstrations. Another factor, it was felt, was the absence of testimony which, like that of the Joint Technical Advisory Committee and RMA, advocated a slow and cautious approach to color.

The third week opens today (Monday) with the official demonstration of RCA's all-electronic, "completely compatible" color system, on which the bulk of direct testimony was presented late in the preceding week and completed Tuesday morning. No session was held Monday.

CBS President Frank Stanton, opening Columbia's case, called for an affirmative decision on color as the means of producing "stability in the industry." With Peter C. Goldmark, Columbia's director of engineering research and development, who developed its color system, he advocated the CBS technique from the standpoints of "performance, cost, time, and compatibility."

Both Drs. Stanton and Goldmark conceded the CBS system is not perfect, but maintained that the criterion should be what the viewer actually sees, not what he theoretically ought to see, and that cost and practicability must be taken into serious consideration.

Dr. Goldmark voiced belief that "increases in the purchase price of station equipment for the CBS color system will not be more than 10% for the camera equipment alone, and probably less than 3% of the entire station cost." He asserted that "on the basis of analysis on paper" the other principal systems under consideration woud cost the broadcaster more.

Dr. Goldmark said manufacturers will appear and testify that combination color and monochrome table-model receivers can be built for Columbia's system to retail at approximately $220. In another portion of his statement, not yet reached in testimony, he said it will be testified that existing black-and-white sets could be modified at the factory to receive color in monochrome for as little as $15, and might be factory-converted to

(Continued on page 52)

* * *

CBS demonstrated its color television system Thursday and Friday before the FCC and other government officials in an effort to convince the Commission that its method is ready for commercial development.

In a series of studio programs, outdoor scenes and test pattern transmissions, the network showed that it can program many forms of motion in color without serious color breakup. It also transmitted color programs on 2.7 mc and 4 mc cables from Washington to New York and return as well as on a Washington - Baltimore microwave circuit.

The diversified programming shown by CBS is competing against the new RCA color system, which will be unveiled for the first time this morning (Monday).

Columbia's version of spinning-disc color was shown on a bank of custom-built receivers owned by Smith, Kline & French laboratories and used for surgical demonstrations. Two RCA receivers (630TS and 9T246), standard black-and-white models, were equipped with CBS conversion apparatus and one was used as a basis for comparison of black-and-white with color. All sets were equipped with "bubble" magnifying lenses.

The CBS pictures were considerably improved over those shown in Washington in August [BROADCASTING, Aug. 22]. In addition, a long series of tests was conducted to show the color fidelity, networking adapatability and resistance to flicker and color breakup.

Attending the demonstrations were FCC Chairman Wayne Coy and Commissioners Walker, Sterling, Webster and Jones, accompanied by members of the staff. Dr. Edward Condon, director of the Bureau of Standards and chairman of a bureau color TV committee which will report to Chairman Edwin C. Johnson (D-Col.) of the Senate Interstate Commerce Committee, watched the demonstrations.

Directing the showing for CBS were Dr. Peter C. Goldmark, director, CBS Engineering & Development Dept., and John Christianson, chief engineer of the department. Adrian Murphy, CBS vice president and general executive, acted as m.c.

CBS showed its newest version of scanning-disc color in the Carleton Room of the Hotel Carleton, Washington. A studio setup in an adjoining room contained the Smith, Kline & French camera along with fluorescent lighting and props.

Thursday morning tests were fed by AT&T polyethyl cable to the WOIC (TV) Washington transmitter, about three airline miles away. Equipment was moved in Tuesday morning and was operating within a few hours, CBS explained.

First, Dr. Goldmark showed WMAL-TV and WNBW (TV) Washington test patterns in black-and-white on an RCA set with the front adapter moved away. Opening color picture presented Patty Painter, New York model, in black-and-white (144 fields). Only a por-

(Continued on page 56)

* * *

PARTICIPANTS and observers on hand for last week's sessions of the FCC color television hearings included (l to r): Dr. George H. Brown, RCA research engineer; Dr. Frank Stanton, CBS president; Harry M. Plotkin, FCC assistant general counsel, and Paul A. Porter, former FCC chairman; Dr. Charles Willard Geer, professor of physics at the U. of California and developer of one of the color systems under consideration.

XUM

TV TALENT WAR

Efforts for Peace Fail

EFFORT to find harmony in one big union for television talent last week ended in declarations of war that divided actors into two camps.

In one camp were some 400 film actors, including the top Hollywood stars, and in the other were 30,000 live actors including stage, vaudeville, radio and concert hall performers.

And from the sidelines, James C. Petrillo, president of the American Federation of Musicians, gave some indications that he might enter the fray—on the side of the screen actors.

The week's eruptions, which some observers called the most serious upheaval in the talent world in ten years, followed an unsuccessful meeting in New York of the international board of the Associated Actors and Artistes of America to settle the television jurisdiction problem and to found the 4A's Television Authority, the proposed one big union for video performers. The session foundered on the very question it was called to solve.

Final Break

The final break came in the small hours of Wednesday morning when the Screen Actors Guild, headed by President Ronald Reagan, issued a blast against efforts to have it yield any of its jurisdiction over films. At the board meeting the guild served notice on other talent unions it would "fight on all fronts" against a proposed raid on its film jurisdiction. The guild thus put itself on record as willing to wage internecine war on the issue with the live talent unions, which also are members of the 4A's.

In its own outline, what SAG threatened if any of its film jurisdiction were taken from it and given to the 4A's television authority, was:

1. Marshall its full strength and that of all its members, including all motion picture stars, to resist the raid on the guild jurisdiction.

2. Wage an all-out campaign to expose alleged pitfalls toward which all performers are being led through creation of the proposed new union, Television Authority.

3. Refuse to obey any orders of the 4A's board that are based on an attempt to split the guild's jurisdiction and infringe on the guild's contractual responsibilities to its members and their employers.

4. Make whatever alliances the guild deems necessary to defend the rights of its members of the field of motion pictures.

5. Reserve its right to ask the guild membership to instruct the guild's board of directors as to whether the members desire SAG to continue as a branch of the 4A's.

The big five live unions on Thursday countered the SAG blast with a statement of their own. They denounced the SAG "jurisdictional war" threatened against the Television Authority and charged SAG and its sister, Screen Extras Guild, with attempting to seize jurisdiction over "thousands of performers who are not now their members and in complete disregard of the wishes of these performers."

The five unions' statement was signed by Clarence Derwent, president of Actors Equity Assn. and of Chorus Equity Assn.; Lawrence Tibbett, president of American Guild of Musical Artists; Gus Van, president of the American Guild of Variety Artists, and Clayton Collyer, president of American Federation of Radio Artists.

The statement closed with an offer to mediate all outstanding issues. It said:

"We believe that mediation is the American way, that no problem of union jurisdiction is insoluble and that there is no excuse for the 'public-be-damned' jurisdictional war that has been threatened in the inflammatory statements made by SAG and SEG leaders without consulting their memberships. In the interests of performers and the public alike, our mediation offer stands."

The mediation offer of the five union presidents was characterized by a spokesman for the Screen Actors Guild, Buck Harris, as being "no olive branch."

He said that was the very point the controversy had reached at the internationl board meeting when the rupture took place. He said the SAG had offered its own mediation resolution. That resolution would have established the Television Authority, given it jurisdiction over live and kinescope shows, retained in SAG jurisdiction over films made for TV but would have mediated the "gray" or "shadowland" area where live and film talent might overlap. He said that when the SAG resolution was voted down by the live unions which wanted to mediate the entire question of film jurisdiction, SAG felt it could no longer continue.

The New York section of the Screen Actors Guild then took immediate action. At a general membership meeting Wednesday, it endorsed the position taken by the national guild at the 4A's board meeting and requested the guild's national board to proceed imme-

(Continued on page 55)

SERIES SUCCESS

Theatre TV Scores

WORLD SERIES last week provided theatre television with its biggest commercial operation to date, with six moving picture houses carrying the baseball classic to fans in plush seats.

The operation was called a success by Nathan Halpern, theatre-TV expert of the Fabian chain, whose Fox Theatre in Brooklyn carried the game.

"We feel that our entry into this field has been justified," he said. "We are gratified that other theatres were able to come in."

A Boston, Chicago, Scranton (Pa.) and two Milwaukee theatres also carried the Series.

The first two days of the series, the Fabian house had over 6,000 paid admissions at $1.20 per head.

It was learned that if such a turnout continued for the duration of the Series, the operation would be a financial success. Helping to turn the pioneering venture into the black would be increased revenue from concessions. It was learned that such sales were ten times higher than normal. That huge increase was credited to the fact that most patrons came early in the morning, saw a four-hour double-feature before the game started and were just plain hungry.

Audience reaction, too, was different from that in the usual movie house. No hero was ever cheered so vociferously nor a villian booed so loudly as the teams on the screen. Partisanship ran high.

As for the telecasting of the Series generally, it was video's biggest special event of the year. Television Broadcasters Assn. estimated that between 17 and 20 million viewers would see the Series.

Final count of the number of stations carrying the games was 51—WAVE-TV Louisville being the last to come in. Off the coaxial line, stations were doing it on a rebroadcast basis from Cincinnati, according to Bob Jamieson, of DuMont Network, the Series TV coordinator for the network's pooled effort.

Cites Camera Positions

Mr. Jamieson also reported that the camera placement finally decided upon was giving good results. Four cameras were being used—two behind the plate, one in the upper stands and one in the bull pen. He said the latter, equipped with a Telephoto lens, was giving a shot over the pitcher's shoulder which he highly regarded.

He reported, too, that stations were all carrying the Gillette commercials and that where there were reports of slip-ups in this regard, investigation showed they were unintentional omissions.

Television and movies debuted as a theatre double feature in Chicago with a near-capacity crowd of 2,500 persons filling the State-Lake Theatre to watch the Series.

Series games were projected on

(Continued on page 55)

ABC holds party for members of *Uncle Mistletoe* cast marking the program's return to WENR-TV Chicago for the second year under sponsorship of Marshall Field & Co. Taking a leaf from his book of characterizations is Johnny Conns (r), voice of "Mistletoe" and others in show. Seated next to him is Jennifer Holt, "Aunt Judy" of the show, and Bud Gore, Field's advertising manager. Standing (l to r) are: Dick Davis, Foote Cone & Belding, Chicago, radio director; James L. Stirton, sales manager of ABC's Central Div.; Richard Oliphant, FC&B account executive.

if you want to cover the country...

talk to Du Mont. 99% of the television receivers in the country can receive your program over the Du Mont Television Network, either live or by teletranscription.

TELEVISION DUMONT NETWORK America's Window on the World

515 Madison Ave., New York 22, N.Y.

COPYRIGHT 1949, ALLEN B. DU MONT LABORATORIES, INC.

Du Mont programs shown live on these stations

WAAM	Baltimore, Md.
WNAC-TV	Boston, Mass.
WBEN-TV	Buffalo, N. Y.
WGN-TV	Chicago, Ill.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WTVN	Columbus, Ohio
WHIO	Dayton, Ohio
WJBK-TV	Detroit, Mich.
WICU	Erie, Pa.
WLAV-TV	Grand Rapids, Mich.
WJAC-TV	Johnstown, Pa.
WGAL	Lancaster, Pa.
WTMJ-TV	Milwaukee, Wis.
WNHC-TV	New Haven, Conn.
WABD*	New York, N. Y.
WFIL-TV	Philadelphia, Pa
WDTV*	Pittsburgh, Pa.
WTVR	Richmond, Va.
WHAM-TV	Rochester, N. Y.
WRGB	Schenectady, N. Y.
KSD-TV	St. Louis, Mo.
WHEN	Syracuse, N. Y.
WSPD-TV	Toledo, Ohio
WTTG*	Washington, D. C.
WDEL-TV	Wilmington, Del.

Programs shown on these stations by Du Mont teletranscription

KOB-TV	Albuquerque, N. M.
WAGA	Atlanta, Ga.
WBRC-TV	Birmingham, Ala.
WBTV	Charlotte, N. C.
KBTV	Dallas, Tex.
WFMY-TV	Greensboro, N. C.
KLEE-TV	Houston, Tex.
WSAZ-TV	Huntington, West Va.
WFBM-TV	Indianapolis, Ind.
WMBR-TV	Jacksonville, Fla.
KTSL	Los Angeles, Cal.
WAVE-TV	Louisville, Ky.
WMCT	Memphis, Tenn.
WTVJ	Miami, Fla.
WDSU-TV	New Orleans, La.
WKY-TV	Oklahoma City, Okla.
KMTV	Omaha, Nebr.
KSL-TV	Salt Lake City, Utah
KPIX	San Francisco, Cal.
WTCN-TV	St. Paul, Minn.
KING-TV	Seattle, Wash.

**Du Mont owned and operated stations*

WOR-TV

Official Opening Is Tomorrow

Mr. Poppele

Mr. Maddux

Mr. Streibert

Mr. Seebach

WHEN WOR-TV New York, starts regular programming at 7 p.m. tomorrow (Oct. 11) there will be no fanfare, no searchlights, no celebrity interviews or any of the usual opening night hoopla. The only concession to custom—and sentiment—will be to play, a few minutes before 7, the record of Al Jolson singing "April Showers" with which WOR New York began its broadcasting career more than 27 years ago.

Following "April Showers" an announcer will state: "This is WOR-TV Channel 9," and the station will officially begin its television history. Unofficially, WOR-TV began its commercial career last week when it joined the other video stations telecasting the World Series. Since mid-August it has been telecasting experimentally.

The lack of opening day pomp and circumstance is intentional. It matches the station management's belief that at present television lacks opportunity for the small advertiser. To furnish the low budget advertiser an opportunity to share in this great new advertising medium is set as one of WOR-TV's primary objectives.

Theodore C. Streibert, president of WOR and WOR-TV, said:

"Our aim at WOR-TV is to build a service that will provide the best possible talent and varied program fare to the public, and at the same time provide a service that is within reach of the advertiser with the smallest budget. To a great extent television has been a rich advertiser's medium up to now.

"Although television production costs are still high, WOR-TV hopes to lead the way in low-cost programming.

"Most of our shows are open to advertisers for spots; our schedule is flexible, and we can deliver an audience that can't be challenged by any other television station in the country."

Julius F. Seebach Jr., WOR-TV vice president in charge of program operations, outlined the type of program fare WOR-TV will offer its public. He said:

"We are putting our confidence in building new personalities and novelties. This is very much the same formula that has been used in radio, but we feel it can be an asset rather than a liability because radio has been and is very successful.

"Television is new and reaches a comparatively small percentage of the population. This offers us an opportunity to build new personalities, very much as radio has done.

"We're in an industry that is still in the experimental stage. Its audience, too, is experimenting in a new form of entertainment."

WOR-TV will program 20 hours a week, eight and one half of which will be sports events. The remainder will be programs built around personalities and around novelties, as Mr. Seebach point out. Programs already signed WOR-TV include *Apartment 3*, *The Barry Gray Show*, *Hazel Sh*, *met*, *The John Reed King Sh*, *Stan Lomax Show*, *Meet Y*, *Match*, *The Old Knick*, *Road*, *Success*, *Toon-A-Vision* and *Wh*, *Happens Now?*

The first five are personal shows, with formats built arou the people in them. *Road to Su cess*, *Toon-A-Vision* and *Wh Happens Now?* are novelt *Meet Your Match* is an audie participation quiz similar to t AM version on WOR-Mutual, a *The Old Knick* is telecast from t Old Knickerbocker night club.

Sports events will be telec four nights a week from thr arenas—Westchester County Ce ter, White Plains; Broadw Arena, Brooklyn, and amateur bo ing, professional wrestling a other events now under consider tion.

R. C. Maddux, WOR vice pre dent in charge of sales, said tha to date two programs are full sponsored, one half sponsored a numerous spot and station breaks have been sold.

The *Stan Lomax Show*, a 1 minute sports review on Saturd evenings, has been bought by L Primadora Cigars, who also wi continue to sponsor two of Loma AM sportscasts. *The John Re King Show*, Tuesday and Thur day, 7:30-8 p.m., is sponsored b

(Continued on page 75)

* * *

WOR-TV Engineers and Program Department personnel watch a battery of temporary monitors. The three WOR-TV engineers are: (seated l to r): Robert Zagoren, Frank Ennis and Ed Schwartz. Looking over their shoulders are (l to r) Charles Davidson, Robert Brewster, Julius F. Seebach, Jr., Robin Compton, Harvey Marlowe and Mende Brown. Marlowe is an independent TV producer.

WFIL-TV

New 570-ft. Video Towe Debut Oct. 4

NEW WFIL-TV Philadelphia transmitter plant on a ground elevati of 264 feet in the Roxborough section of Philadelphia was dedicated Oct. 4.

The installation went into operation officially at 9:30 p.m. with special 30-minute program highlighting television's growth and potentialities as an educational medium. Participating were Dr. Louis P. Hoyer, superintendent of public schools; Walter Biddle Saul, president of the Board of Public Education; Allen H. Wetter, assistant to Dr. Hoyer; Dr. Armand L. Hunter, educational director of *The Philadelphia Inquirer* stations, and Henry Rhea, assistant chief engineer in charge of TV for the station.

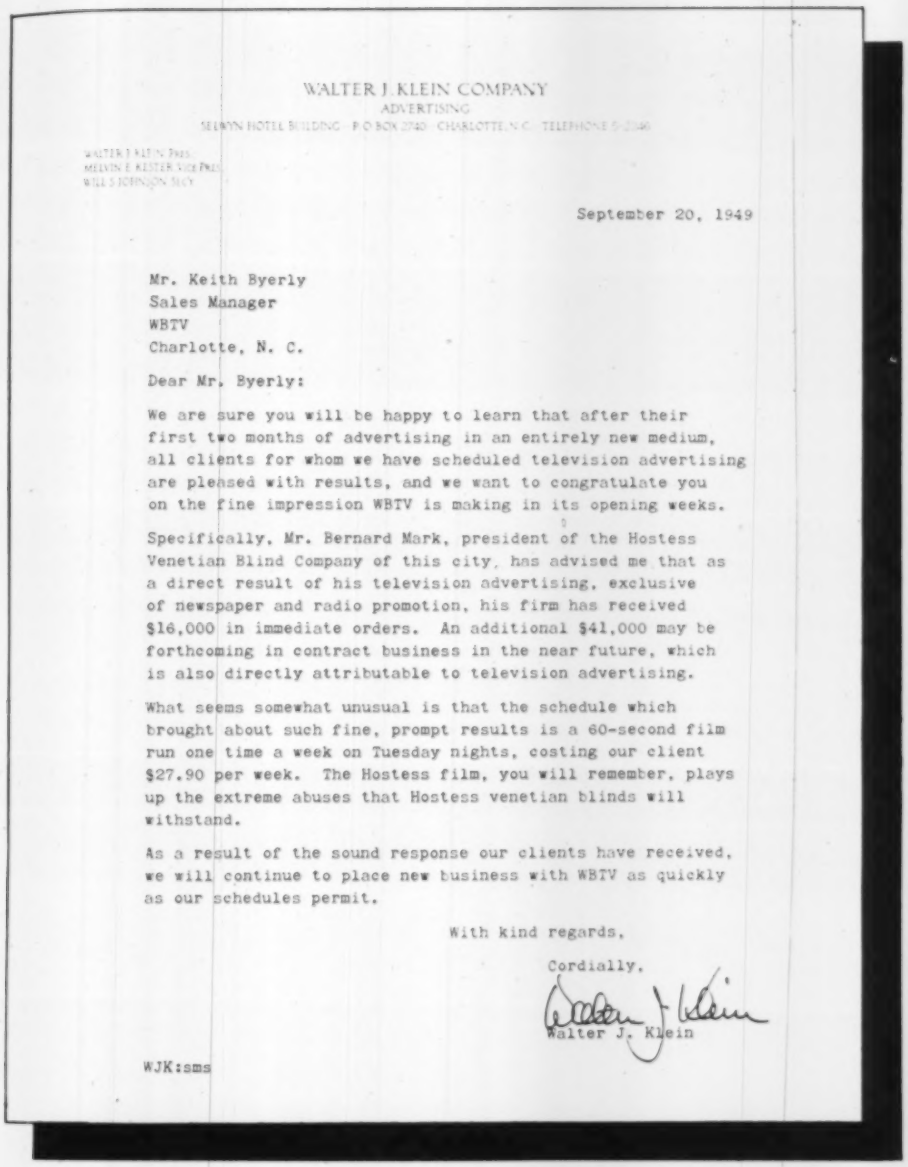
Top-ranking personalities of the DuMont Television Network joined in saluting WFIL-TV in a 15-minute program featuring Morey Amsterdam, comedian; George Putnam, commentator, and Vincent Lopez, pianist.

The station's 570-foot steel tower is equipped with newly-designed micro-wave mounts which permit telecasting of special events from remote points over a wide area. Atop the tower is a 75-foot, five-section-super-turnstile three-and-a-holf-ton antenna with de-icing equipment.

WFIL-TV estimates than an area of nearly 900,000 residents will be added to its present coverage of 3,341,569 persons. Roger W. Clipp, general manager of *The Inquir* stations, pointed out that use w be made of the maximum amou of power permitted by the FCC f a metropolitan station—the equiva lent of 50,000 w at an antenn height of 500 feet above averag terrain.

"WFIL-TV's increased pow means better reception for viewer not only in the immediate vicini of Philadelphia, but in the outlyin areas of our coverage pattern," Mr Clipp said. "Coming at a time whe rapid advances are being made i television programming, the strong er TV signal promises a superi quality of video entertainment fo thousands of persons in such citie as Bethlehem, Allentown, Reading Lancaster, Trenton and Wilming ton."

Commending the WFIL-TV in stallation were Gov. Alfred E Driscoll of New Jersey; Harry K Trend, Bethlehem Chamber of Com merce general secretary; John G Rader, secretary and treasurer o the Radio Servicemen's Assn. o Reading, Pa., and Bryan Field vice president and general manager of the Delaware Steeplechase and Race Assn.



WALTER J. KLEIN COMPANY
ADVERTISING
SELWYN HOTEL BUILDING · P.O. BOX 2740 · CHARLOTTE, N.C. · TELEPHONE 5-2196

WALTER J. KLEIN, Pres.
MELVIN E. KESTER, Vice Pres.
WILL S. JOHNSON, Secy.

September 20, 1949

Mr. Keith Byerly
Sales Manager
WBTV
Charlotte, N. C.

Dear Mr. Byerly:

We are sure you will be happy to learn that after their first two months of advertising in an entirely new medium, all clients for whom we have scheduled television advertising are pleased with results, and we want to congratulate you on the fine impression WBTV is making in its opening weeks.

Specifically, Mr. Bernard Mark, president of the Hostess Venetian Blind Company of this city, has advised me that as a direct result of his television advertising, exclusive of newspaper and radio promotion, his firm has received $16,000 in immediate orders. An additional $41,000 may be forthcoming in contract business in the near future, which is also directly attributable to television advertising.

What seems somewhat unusual is that the schedule which brought about such fine, prompt results is a 60-second film run one time a week on Tuesday nights, costing our client $27.90 per week. The Hostess film, you will remember, plays up the extreme abuses that Hostess venetian blinds will withstand.

As a result of the sound response our clients have received, we will continue to place new business with WBTV as quickly as our schedules permit.

With kind regards,

Cordially,

Walter J. Klein

WJK:sms

WBTV
makes
$16,000
"Impression"

. . . with a $27.90, one-minute film announcement, once per week for 6 weeks, Hostess Venetian Blind Company has sold $16,000 worth of blinds. . . produced leads which promise $41,000 more.

SENSATIONAL SALES RESULTS now complete the television picture in the Carolinas! WBTV brings to 57 counties in North and South Carolina (with over 3,000,000 population) not only a brilliant new medium of entertainment—not only a powerful stimulant for Carolina business—but a new and enormously successful way of selling.

WBTV
CHARLOTTE

JEFFERSON STANDARD BROADCASTING COMPANY

First with Television for the Carolinas

REPRESENTED NATIONALLY BY RADIO SALES

Telestatus

Non-set Owner Televiewers Surveyed

(Report 80)

A SURVEY of television viewing habits among non-set owners has found that 95.2% of these people have seen TV. Of these, 55.9% can be considered viewers, spending at least two and a half hours three times a month in TV viewing.

These conclusions were compiled by Marketscope Research Co., Newark, N. J., after a suvey of 1,054 non television homes in the New York City area. Personal interviews were conducted in Manhattan, Bronx, Brooklyn, Queens, Richmond, Nassau, Westchester, Essex, Hudson and Bergen.

Marketscope reports this is the first in a continuing study to determine the attitudes and acceptance of television among non owners of video sets. The firm will report on reasons for purchase and non purchase, viewing habits, degree of interest, program preference and other factors which affect this group.

In breaking down the classifications of persons interviewed, 50.7% were male and 49.3% female. There were 21.1% of respondents in the upper income bracket, 52.4% in the middle and 26.5% in the lower income classification.

With 95.2% of non-set owners having seen television, 45.6% of these had usually watched the medium in the home of a friend. The home of relatives was indicated as the second most popular spot for viewing, according to Marketscope Research, with 20.4% indicating this as their usual viewing place. Taverns and other public places had 29.9% of the non-set owning viewers with the remainder viewing in other places.

On a viewing per visit basis, 38.8% of the respondents said they watched from one to two hours. Less than one hour was reported by 10.9% and 29.9% spent from two to three hours. A viewing period of from three to four hours per visit was indicated by 14.9% of those interviewed while only 5.5% said they watched over four hours per time.

During the period of a month before the interview, 44.1% of those not owning a set said they had seen television once or twice. Three or four time viewers were reported by Marketscope as 30.3% of the non-owning respondents and 25.6% were reported as having watched the medium five times or more in the preceding month.

Summer Effects

Since the survey was conducted during a period when many television programs were on summer hiatus, Marketscope Research included questions to test the reaction of the non-set owner to the programs which they had seen in the past. It was found that 34.1% of these people made fewer trips during this period to the places where they viewed television. A slight majority, 57.1%, said they made about the same number of trips and 8.8% indicated they made more visits to their source of television viewing.

Keen interest in the return of replaced video productions was expressed by 26.1% of the non-set owning viewers. Only mild interest was shown by 39.7% and 34.2% viewed the return of suspended programs with no particular interest.

Of those not owning a television set but considered by Marketscope Research to be viewers, 22.5% said they were planning to purchase a television set within the next six months. An income breakdown of the potential purchasers showed 10.7% in the upper bracket, 53.6% in the middle income group and 35.7% to be at the lower income level.

Cost was given as the reason for not purchasing a television set by 52.4% of those stating they had no buying plans within the next six months. Second reason for non-purchasing was indicated as lack of interest, accounting for 21.4%. "Not perfected" was given by 15.6% and "poor programs" was the reason for not getting a television set given by 5.8% of the non-set owning viewers.

FALL advertising campaign to sell TV accessory equipment through the medium of television itself has been launched by Alliance Mfg. Co., Alliance, Ohio, through Foster & Davies Inc., Cleveland agency. Firm sponsors one-minute sound films in 30 key TV cities east of the Mississippi, and currently is expanding to the West Coast on behalf of its Tenna-Rotor—television antenna rotating device. Spots average two or three a week on each station. Examining coverage map are (l to r): seated—John Bentia, sales manager, Alliance Mfg. Co., and Harold Gallagher, sales manager, WNBK (TV) Cleveland; standing—Miles C. McKearney, account executive, Foster & Davies; "Jack" Treacy, NBC Spot Sales Div. manager and Harold Sweitzer, sales department, Alliance Co.

BEFORE & AFTER TV

Lawton Surveys To Compare Living Habits

WHEN television comes in, do radio listening, reading, movie going and other forms of activity go out the window? From various surveys that have been conducted, the answer to this question would appear to be "Yes." However, another question arises: Is the post-television memory of pre-television activity really accurate?

In an attempt to find an answer to the latter question and to determine accurately the effect of TV on living habits, Sherman P. Lawton, coordinator of radio, U. of Oklahoma, has released a pre-television survey of information obtained in Norman and Oklahoma City—radio listening, reading, movie going, sports, hobbies, etc. At a later date, after approximately six months of television, a similar survey will be conducted in the cities for comparison with present information. WKY-TV Oklahoma City, the area's first video station, started operation June 6.

In the pre-television survey, residents of Norman, home of the U. of Oklahoma, had their radios on an average of 5.84 hours a day. Oklahoma City listeners had their sets on an average of 5.09 hours daily. An inverse relationship between listening and income was noted, with higher income families listening less. No clear-cut relationship was found between the number of sets owned and the amount of radio listening, although the greatest listening was reported among two and three set owners.

A strong tendency was found in both Norman and Oklahoma City for radio listeners to be moviegoers. The correlation of .592 indicates that, in general, as radio listening increases, movie going increases. As radio listening reaches its peak—10 or more hours a day—there is, of course, little time left for movies and this group falls among the poorest movie goers. Non-listeners were fourth in rank on movie going in both cities. Women listeners reported to attend more movies than men. A correlation was noted between income and movie attendance, with an increase in income levels bringing an increase in movie going. Despite this positive general correlation, the very highest income group reportedly did not attend movies as frequently as some middle income groups.

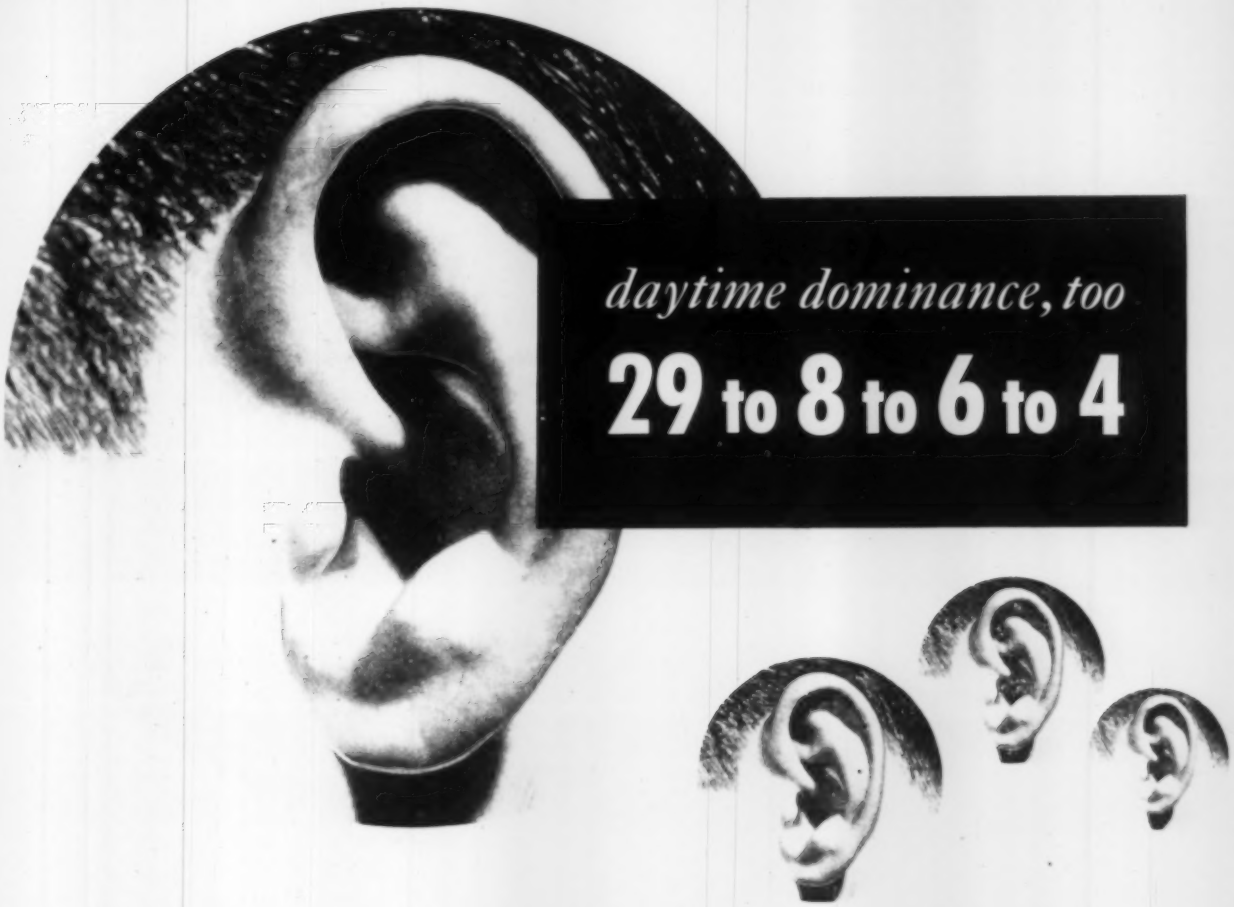
No general relationship was apparent between newspaper reading and radio listening in either city. Higher income groups were found to take more papers and men spent somewhat more time reading newspapers than women in both cities. No definite connection was found in Norman between the amount of listening and the number of papers taken. In Oklahoma City more avid radio listeners were inclined to take fewer newspapers.

Listening vs. Reading

In both cities an inverse relationship exists between listening and magazine subscriptions, with an increase in listening bringing a decrease in subscriptions. Higher income groups take more magazines and women devote more time to their reading than men.

Book reading showed no apparent effect on listening in either city. A direct relationship appeared between book reading and income, however, with a correlation of .810 in Oklahoma City.

Participation in outdoor activities and attendance at sporting events showed no relationship to radio listening. Income level appeared to be the controlling factor here, showing a high correlation. The survey found that as radio listening increased party-going, church-going, and activities in organization work decreased.



daytime dominance, too

29 to 8 to 6 to 4

WSB, first in number of Atlanta listeners

more times than all other stations combined

THE RELATIVE SIZE of each ear is based on the latest Hooper Report covering *daytime* listening habits in metropolitan Atlanta. During the three months (June, July, August,) covered by this report, 48 fifteen-minute *daytime* periods were measured.

Of the 48, WSB was first in number of listeners 29 times. The second station was first 8 times. The third station was first 6 times, and the fourth station, first 4 times. There was one tie.

29 to 8 to 6 to 4 — *daytime!*

This ratio shows a pick-up of five firsts by WSB over the same survey of the preceding quarter — a gain which becomes more significant because it occurred during the summer when station preferences are not influenced by routine listening habits.

Morning, afternoon or evening, WSB has ranged an overwhelming first in every survey ever made in Atlanta by any accepted authority.

Because of this dominant audience preference, WSB sponsors consistently have received unusually profitable returns on their investments. Let a Petry man tell you how WSB can serve you.

☆ In television the WSB-TV ratio is 5 to 1

WSB *The Voice of the South*

WSB, AM AND FM, AND WSB-TV ARE AFFILIATES OF THE ATLANTA JOURNAL, ATLANTA, GEORGIA

Hearing

(Continued from page 45)

receive in color or black-and-white for $65.

In comparison he cited RCA's estimates that new sets under the RCA system would cost from $400 to $1,000. The $400 figure, he pointed out, is for a two-color rather than three-color set. This two-color operation, to be demonstrated by RCA today, was singled out for criticism by both President Stanton and Dr. Goldmark. The research chief contended it "does not merely fall short of achieving color fidelity, but in fact does not achieve even a semblance of it."

Dr. Goldman was critical of the respective systems of both RCA and Color Television Inc., the third technique slated for FCC demonstration. He charged they are too complicated to be either practical or economically feasible.

His statement predicted that color television could be "a nationwide fact" in less than a year after approval of the CBS system "if all manufacturers as eagerly sought to bring out color converters as those who are working with us, and if all operating television stations modified a number of their cameras for color pickup."

Picture Sizes

He thought it "fair to assume" that the largest direct-view receiver under the CBS system would have a 12½-inch tube, which with a magnifier would give the equivalent of a 15-inch tube, and that projection-type receivers, necessarily more expensive, would be used to achieve larger pictures.

He called attention to RCA's testimony that the present coaxial cables, accommodating bandwidths of only 2.8 mc, would transform RCA color into black-and-white, but said CBS color had been sent from Washington to New York and back with little change in quality of the color pictures. Intercity transmissions were included in the official demonstrations.

Chairman Wayne Coy, presiding over the *en banc* hearings, made clear that the RCA testimony as to cable effects on RCA color related only to 2.8 mc cables. RCA color would be received in color over 4 mc cables, he recalled, obviously referring to AT&T's announced plans to provide bandwidths of 4 mc or wider.

Like the first week's witnesses —representatives of the JTAC and RMA as well as RCA—CBS went on record for an early lifting of the year-old black-and-white licensing freeze. Thus, Dr. Stanton said, television broadcasting, "in color and/or black-and-white, can move ahead."

He appeared to take cognizance of the belief that some FCC authorities feel the freeze should be continued as a means of hastening work on color. To do this, he felt, would not be wise.

The wind-up of RCA's direct case, started the week before, was presented by Dr. George H. Brown, RCA research engineer, who outlined the technical details of the RCA electronic system.

Asked by Comr. Frieda B. Hennock for an estimate of the time needed to field-test the RCA method, he said he "would take a figure of four months or six months and adapt ouurselves to it." Pressed by Comr. Hennock, he said he doubted the job could be compressed into one month.

Dr. Brown was the target of intermittent questions designed to determine whether the RCA system would require a change in present TV standards. The system permits existing black-and-white sets to receive color in monochrome without modification. Dr. Brown maintained that some additions to the standards might be necessary, but no revisions.

A list of questions designed to elicit information which would be useful to manufacturers in preparing time and cost estimates on color equipment for the various systems was circulated among the participants, to be used in cross-examination of RCA, CBS, Color Television Inc. and others.

The list was prepared by David B. Smith, Philco vice president, upon Comr. Robert F. Jones' request for questions which would draw out the maximum information needed by manufacturers in submitting bids. Mr. Smith made clear that he did it as an individual, not as a representative of Philco or RMA. He was asked, however, to circulate the list among RMA executive committeemen and others, for approval.

Dr. Stanton, Columbia's first witness, said his company had spent $3,500,000 on color television and had in fact been "the symbol of color television."

"It seems to be infinitely preferable," he declared, "to resolve this issue of color television [prompt establishment of color] once and for all, insofar as it concerns the VHF and UHF bands, on the basis of this hearing." He voiced confidence that when the hearing is completed there will be "enough information to permit a final determination."

The CBS chief reaffirmed Columbia's "fundamental position"—that "we will support any color television system which best suits the problem, no matter by whom invented, no matter by whom suggested." He reviewed CBS color work and also outlined plans under consideration to join other ogranizations, such as electronic manufacturers, to expand the principles of color TV into other fields through a jointly owned corporation which would take over the CBS patents and research laboratories [BROADCASTING, Aug. 22].

Stanton Warns FCC

Dr. Stanton warned FCC against overlooking basic policy issues by getting lost in a "maze of conflicting technical data."

The first policy question, he said, is whether it is in the public interest to establish a color system promptly. The answer to this, he continued, must be "yes," because "the public wants color service as soon as possible" and because, if there is to be a transition on present TV receivers with some modifications in existing receivers, an early date is most desirable.

When the decision as to prompt establishment of color has been made, he said, the next major issue is the choice of a system to best serve public interest. On this, he asserted, four fundamental issues must be considered: Performance, cost, time, and compatibilty.

Discussing "performance," Dr. Stanton said there "has been a tendency to get bogged down in confusion over questions of what one theoreotically ought to see instead of determining what one actually does see." He warned against over-emphasis of theoretical technical details.

It would be more in the public interest to approve the CBS system now, he declared, than to lose years in waiting for the next development of one which is theoretical now and might not prove itself in the end.

Referring to RCA's plan for a low-cost receiver based on two colors (green-red and blue-green) instead of three (green, red, blue), the network executive held that it "would be completely inconsistent with the public interest to adopt a double standard—one for the rich and one for everybody else."

On the question of cost, Dr. Stanton contended that even if a system performs adequately its acceptance may not be in the public interest if it is too expensive. He said CBS had sought to keep color costs comparable to the mass black-and-white market—"an objective which I have noted RCA did not mention."

From the broadcasting standpoint he recalled that CBS testified, in the 1946 color hearings, that it could begin a regular color schedule within weeks after standards were adopted. He said the same is true today. Within limits of ordinary economics, he said, CBS would "broadcast color with a view toward stimulating wider and wider manufacture and purchase of sets and converters." He held that competitive factors should be the sole control on rate of transition to color.

'Undue Emphasis'

Dr. Stanton said he thought undue emphasis had been placed on the question of "complete compatibility." (RCA and CTI claim their systems are completely compatible, while Columbia's would require some modification of existing monochrome sets before they could receive color signals in black-and-white.)

Maintaining that the CBS system must not be rejected on the compatibility issue alone, he argued that the problem diminishes in importance "because it is a temporary matter" which will exist "only during the transitional stage." He thought the transition period is "likely to be shortened under the CBS system" because of economic and other factors.

He contended the ability to receive black-and-white pictures from color signals must be subordinated to the transition from monochrome to color, which he considered the significant problem of compatibility. He held that "by adopting the device of a two-color system RCA appears to have fatally degraded color compatibility—both in terms of cost and particularly performance."

Pushed by Comr. Robert F. Jones for reasons why CBS hasn't "evangelized" more for color, Dr. Stanton

SIGNIFYING first venture of Gimbel Bros. Inc. into New York TV programming, Bernard Gimbel, president of department store chain, contracts for weekly half-hour television program, *The Truex Family*, on WPIX (TV), *New York News* station. Series gets underway this Thursday at 7:30 p.m., with Mr. and Mrs. Ernest Truex in starring roles. Present for ceremony are (l to r): Robert L. Coe, WPIX station manager; F. M. Flynn, president of WPIX Inc.; Mr. Gimbel, and Joseph Eckhouse, executive head of Gimbels, New York.

said Columbia had always made its data available to the industry and has continued its development and demonstrations despite FCC's rejection of its color bid in 1946.

Dr. Goldmark backed up President Stanton's arguments with detailed technical analyses. He emphasized the relative simplicity of the CBS system, which he claimed will result in lower costs, better performance and stability, and more rapid establishment of a color service than could be possible under either the RCA or CTI systems.

The CBS system's color switching rate, he pointed out, is 144 per second as against 15,750 per second for the CTI system and 11,400,000 per second for that of RCA.

CBS' Less Complex

"On the basis of presently known facts," he said, "it can be stated that the higher the color switching rate the greater the complexity, cost, and instability of the overall apparatus required. Only the CBS system, with its low color switching rate, can take advantage of the least complex, least costly, and most reliable apparatus."

A "further advantage," he testified, is that "the flexibility inherent in the CBS system is such that it can use any of the specific types of apparatus required with the other systems if time should prove such apparatus to be technically practical and economically feasible."

In answer to questions Dr. Goldmark reported that CBS demonstrated an all-electronic receiver to FCC a year ago but did not plan to show it in the official demonstration for this hearing. Comr. Jones wanted to know why not.

"I don't think it's good enough," Dr. Goldmark replied. Compared with black-and-white, he said, its registration is inadequate over a period of time and its color reproduction also is inadequate. He added, however, that overall he thought its performance would match that of other electronic receivers.

Among standards of "broadest interest" under the CBS system he

(Continued on page 58)

Film Report

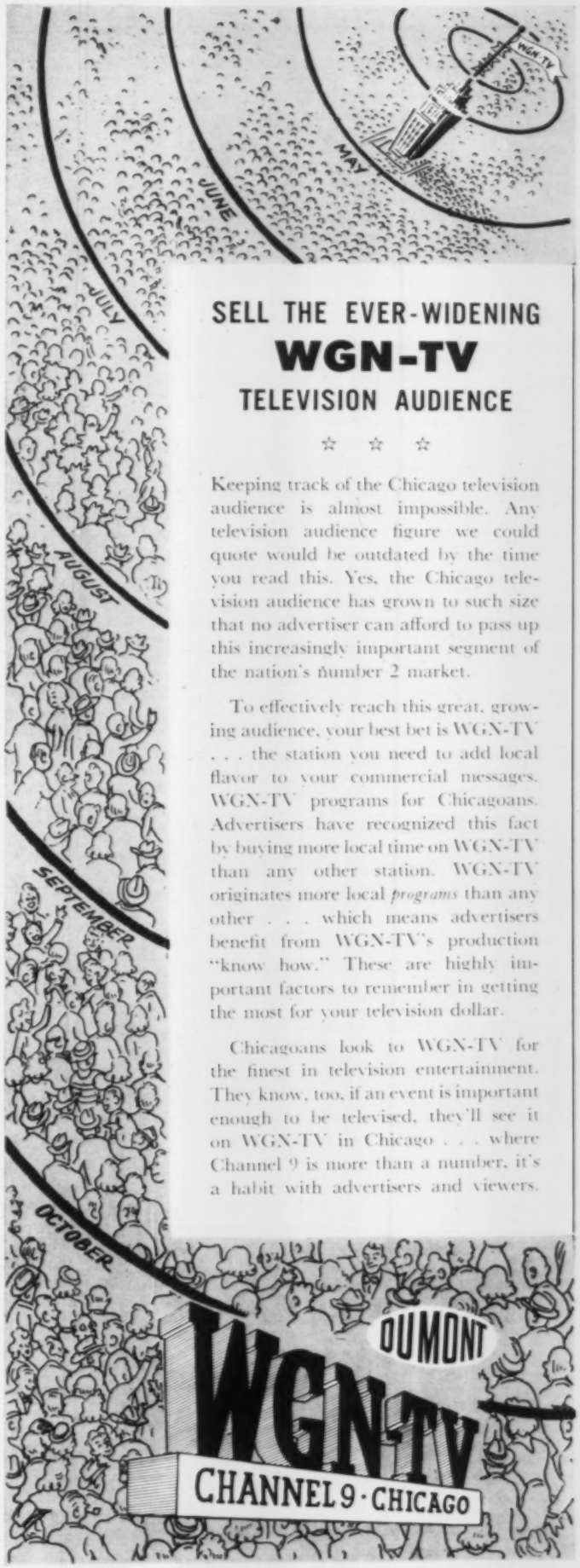
TEEVEE FILM Co., Los Angeles, has started production of series of 13 12½-minute TV films entitled "See It and Believe It." Films feature wild animals of world jungle compound, and will be sold separately or as one-hour package. . . . **Phil Harris and Alice Faye** have formed **H-F Productions Inc.**, Hollywood, to handle their radio, and ultimately television film, plans. . . . **Jerry Fairbanks Productions**, Hollywood, has been signed to produce eight film commercials for TV for **Alexander Smith & Sons**, carpet company. Agency: **Anderson, Davis & Platte**, New York. Same company to do series of 50-second live action films for **Radio Div., General Electric Co.** Agency: **Maxon Inc.**, New York.

American Releasing Corp., Los Angeles, named to distribute **Bachman-Strimer's** "The Kirkwoods." Series of 52 quarter-hour golf films for television to feature the Joe Kirkwoods, sr. and jr. . . . **Wayne Wirth**, formerly director of television at Van Diver & Carlyle, New York, has joined **West Hooker Telefeatures**, same city. . . . **Telemovie Pictures Inc.** has opened offices at 220 S. State St., Chicago. Three partners in firm previously did television work in Los Angeles. . . . **KFI-TV Los Angeles** has started weekly telecasting of *The Magic Lady and Boko* series. Product of **Telemount Pictures Inc.**, Los Angeles, series is composed of 13 ten-minute shows featuring Geraldine Larsen, magician.

Production has started on last 26 quarter-hour subjects which will comprise next 13 half hours of **Procter & Gamble** *Fireside Theatre* on NBC-TV network. Films being supervised by **General Television Enterprises** with Pramid Productions, Hollywood handling production under executive producer **Manning J. Post.** . . . **Dick Von Albrecht** has joined **Herbert Laufman & Assoc.**, Chicago, as video production chief. Film specializes in TV commercials and shows. Mr. Von Albrecht was formerly with WNBQ same city, as producer.

Robert Longini has joined staff of **Sarra Inc.**, Chicago. Mr. Longini, cameraman and director, was photograhic Army officer during last war and previously had been associated with Chicago Institute of Design, *Coronet*, Instructional Films and Bowman films. . . . **Telepix**, Los Angeles, producing first of series of six one-minute TV singing commercials for **King's Tropical Inn French Dressing**, Los Angeles. Distribution will be in western states. Agency: **Ross, Gardner & White, Los Angeles.**

Series of eight TV slides including two featuring Al Capp's Li'l Abner, Daisy Mae and Shmoos, designed to aid in recruiting blood donors, are being distributed by **American Red Cross** to TV stations in cities where its national blood program is operating. Kit of spot announcements for live narration with or without musical background accompanies slides, which are available through local Red Cross chapters. . . . **Allardale Productions**, 8822 W. Washington Blvd., Culver City, Calif., has been formed by **Albert Allardale. Norman Cerf**, former movie film editor and director, is producer and director of new firm. First four films in series *Hollywood Star Time* already in production by new company.


MAY
JUNE
JULY
AUGUST
SEPTEMBER
OCTOBER
WGN-TV
SELL THE EVER-WIDENING
WGN-TV
TELEVISION AUDIENCE
☆ ☆ ☆
Keeping track of the Chicago television audience is almost impossible. Any television audience figure we could quote would be outdated by the time you read this. Yes, the Chicago television audience has grown to such size that no advertiser can afford to pass up this increasingly important segment of the nation's number 2 market.
To effectively reach this great, growing audience, your best bet is WGN-TV . . . the station you need to add local flavor to your commercial messages. WGN-TV programs for Chicagoans. Advertisers have recognized this fact by buying more local time on WGN-TV than any other station. WGN-TV originates more local *programs* than any other . . . which means advertisers benefit from WGN-TV's production "know how." These are highly important factors to remember in getting the most for your television dollar.
Chicagoans look to WGN-TV for the finest in television entertainment. They know, too, if an event is important enough to be televised, they'll see it on WGN-TV in Chicago . . . where Channel 9 is more than a number, it's a habit with advertisers and viewers.
OUMONT
WGN-TV
CHANNEL 9 · CHICAGO

Home Town Makes Red Mayor — and other WLS Doings

Last Thursday, Pittsville, Wisconsin chose a new Mayor—Donald "Red" Blanchard, once a Pittsville farm lad, now comedy star of the WLS National Barn Dance and the ABC-TV Barn Dance. The whole county and section turned out to honor "Red" and his family in as gala a day as mid-Wisconsin has had.

Tiny Stokes of the Buccaneers, he of the tenor voice, and 240 pounds, has moved from his trailer to a house near Palos Park. Bill Bailey, emcee of the Phillips 66 Barn Dance, is a new resident of the Elmhurst vicinity. Both boys are enjoying the problems of new home owners.

The WLS staff is throwing a welcome-home luncheon for Josephine Wetzler, just back from Europe full of fresh ideas for her educational and service programs on WLS.

And the sales department still has a few resultful minutes to sell to advertisers who like an active, busy station with a loyal, affectionate audience, like—

WLS
Chicago 7

Represented by John Blair & Company

Adv.

TV SET SALES *Chicago Group Sees Good Season*

CHICAGO TV set makers unanimously reported a successful fall selling season, with prospects for its continuance, at the regular luncheon meeting of the Chicago Television Council Wednesday. They attributed the "tremendous" local sales increase to a general post-summer pickup, better programming and transmission and anticipated Christmas buying.

The speakers panel, introduced by President George Harvey, included E. G. May, general sales manager of Sentinel Radio; Samuel Insull Jr., vice president and manager of radio-television, Stewart-Warner; William J. Halligan, founder and president of Hallicrafters; Paul Galvin, president and co-founder of Motorola Inc.; Joseph Marty, manager of the TV division, Admiral Corp., and Fred Parsons, manager of the Chicago Zenith Distributors Corp.

"All kinds of thinking is needed to get television out of its present difficult situation," asserted Mr. Halligan of Hallicrafters. He called on the FCC to "resolve soon" the problems of color television, to "sensibly allocate the UHF" and to break the freeze in VHF. "Although we've had a famine in the last few months, we are now feasting, and I think it will last," he concluded.

Speaking for Sentinel, Mr. May pointed out that "tough selling" during the past five months was caused largely by the summer vacation season and the slowness of the industry reaching a 10% sales saturation, "which must precede any heavy buying period. . . . Sales are now going like a prairie fire on a dry October day. It's difficult to build enough for the demand, and business will probably continue just as good through next spring," he said.

Improvement of summer programming, to keep it on a par with winter shows and thus maintain momentum of sales, was the speaker's major suggestion to his agency and station audience.

"There's no end to the TV set market, although demand may come in spurts and jumps," in the opinion of Mr. Marty. Admiral believes "the future is as high as you think and as wide as you want to look."

"Admittedly TV is a sort of backscratching industry, because customers buy sets for only one reason—the picture on the end of the tube. We have nothing to sell except that picture." He urged continued development of good program fare.

Excessive Demands

Current consumer demand for Motorola sets exceeds what the firm will be able to produce before Christmas, claimed President Galvin. He attributed increased sales to "an ever better job by station, network and agency personnel," and to improved transmission and picture clarity. "Better programming creates a demand for sets," he pointed out.

Mr. Galvin asserted the need for manufacturers realizing sales will "always be seasonable to a certain degree, especially in the summer."

Discussing color in TV, Mr. Galvin admitted "no one knows the answer or what's behind the confusion dusted up about color. The public will follow black-and-white for a long time if we give them good black-and-white and good programming."

Mr. Parsons pointed out that has taken only a year and a ha to sell one million TV sets, whereas it took 15 years for refrigerators 13 each for vacuum cleaners an washing machines and four and half years for radios. "These fig ures prove the accelerated sale o television compared with any othe home appliance." He predicte that 60% saturation would be a rived at within three years in the Chicago area, five years from the time of original mass distribution. Approximately 12% saturation is found in Chicago now, he reported with 180,000 sets installed among 1,344,000 homes. "We are headed for the biggest business we ever had the opportunity to be part of," the distributor executive said.

C. J. WITTING
Gets DuMont Executive Post

CHRIS J. WITTING, assistant director of DuMont Television Network, in charge of administration and operations since May, has been appointed executive assistant to Comdr. Mortimer Loewi, network director.

In his new post, Mr. Witting will assume full active charge of the entire organization, giving his major attention to the network's overall affairs. He joined DuMont in June 1947.

Mr. Witting formerly was comptroller and an officer of USO Camp Shows and of Veterans Hospital Camp Shows. He currently retains the positions of comptroller and assistant treasurer of Veterans Hospital Camp Shows Inc. successor organization to the former outfits.

WBNS-TV Columbus, which took to the air Sept. 28, has sold two days per week of Telenews-INS daily newsreel to Ohio Oil Co., INS reported last week.

First In Every Way

WSJS

Dominates Winston-Salem!

(Gives Bonus Coverage of Greensboro and High Point)

- 1st IN LISTENING (Hooper)
- 1st IN NETWORK (NBC)
- 1st IN POWER (5000 watts)
- 1st ON THE DIAL (600)
- 1st ON THE AIR (1930)

Naturally, it follows that WSJS is FIRST in Advertising!-Local-General-Network

Your FIRST and BEST Buy!

Affiliated with NBC

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

Represented by HEADLEY-REED CO.

ole' MacDonald . . .

If ole Mac farmed or ranched in Montana, he made money. $265 million to be exact for Jan.-Sept. 1948. Farming is just one of 4 major industries which together toted up retail sales of over $100 million in 1948.

A good portion of Montana's rich areas sit in the KGVO-CBS signal. And the best portion of sales in the area are KGVO-made sales. Yours?

The Art Mosby Stations

CBS KGVO-KANA-KGFM

5 KW DAY—1 KW NITE MISSOULA · ANACONDA BUTTE 250 KW · GREAT FALLS 5 KW IN PROGRESS

Know MONTANA ★

★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

Cable Cutout, Putout

MIDWESTERNERS nearly missed seeing the World Series game Thursday on television. All network telecasts destined to points west of Cleveland were cut off when a plumbing contractor in that city accidentally severed the coaxial cable on Cleveland's East Side. Just 20 minutes after Wednesday's World Series game had been telecast, all TV sets in Chicago, St. Louis, Detroit, Milwaukee, Erie, Buffalo, Rochester, Cincinnati, Columbus, Dayton, Toledo, and Cleveland went dark. Cable repairs were completed by 6:30 a.m. Thursday.

Series Success

(Continued from page 46)

the State-Lake screen after being telecast by WBKB (TV), Chicago station owned by Balaban and Katz, which also owns the theatre. It is located at ground level beneath the video station. WBKB Teletranscription equipment enabled theatre goers to see the Series within one minute after baseball plays were made. Regular morning admission of 50 cents was upped to $1.25 for the double feature. Patrons queued up at the box office long before it opened at 9 a.m.

At MBS, the exclusive AM Series operator, it was said that the number of stations finally carrying the event was 740 outlets, 520 of them Mutual affiliates and the others independents, and stations in Canada, Cuba, Puerto Rico, South America and Hawaii.

Some AM partisans, comparing the AM and TV coverage of the games, said that the Series was proving that the AM announcer's wit and voice were faster than the TV camera's eye. They maintained word descriptions of fast long shots, particularly of the famous first-game Henrich homer in the ninth, were superior to the video pictures of the swat.

The QUA in WQUA means QUAlity Service and QUAntity Audience among the 225,000 People in the QUAd Cities

DAVENPORT • ROCK ISLAND
MOLINE • EAST MOLINE

WQUA FULL-TIME MUTUAL
RADIO CENTER MOLINE, ILL.

TV Talent War

(Continued from page 46)

diately with the complete organization of the field of motion pictures used in television.

Mr. Harris said SAG intends to start bargaining in New York right away. All the some 500 SAG contracts contain a clause permitting reopening of wage discussions for television, he said. Currently, in the absence of a fee scale for video, the SAG minimum of $55 has been paid for SAG performers employed in TV production, he said.

Mr. Petrillo and the AFM were interjected into the dispute when it became known he would give the screen actors support if called upon to do so.

The AFM already is engaged in a jurisdictional dispute with American Guild of Variey Artists, one of the 4A's unions, and the 4A's international board has sought the support of AFL president William Green in the dispute. He deplored a suit by one AFL union against another. However, Mr. Green has thrown his support to AFM by denouncing a court action begun in New York by AGVA against AFM. By the court action, AGVA seeks to stop the AFM from carrying out its order that all musicians must resign from AGVA, even if the musicians speak lines. The guild has contended anyone who speaks lines must join AGVA. Hearing for a temporary injunction in the AGVA action will be held today in New York Supreme Court.

TALLEST TOWER
WCON-TV Buys RCA Unit

WCON-TV Atlanta soon will have one of the tallest broadcasting towers in the country when it installs a new super-gain antenna developed by RCA to meet TV requirements for higher power, greater power gain and limited directional effects, according to a joint announcement by Clark Howell, president of the Atlanta Constitution Publishing Co., station owner, and RCA Engineering Products Dept. The new antenna, surmounted by a 56-foot FM Pylon antenna, will be mounted upon a 1000-foot tower now under construction by the International Derrick & Equipment Co. of Columbus, Ohio.

A distinct departure from present TV types, the new antenna consists of an array of dipole and reflecting screen combination units measuring 8½ x 11 feet and weighing 600 pounds. Forty-eight of the new antenna units will be mounted in 12 layers around all four sides of a specially constructed tower. The station will thus be able to achieve 50 kw effective radiated power to give TV coverage to rural areas within a 100-mile radius of Atlanta. The antenna is expected to produce a power gain approaching 12.

For top performance
IN MINIMUM SPACE...

SIX PRE-AMPLIFIERS MOUNTED IN SHELF

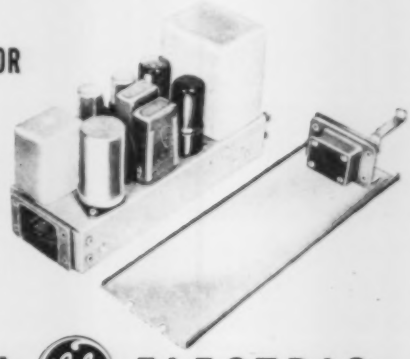
PLUG-IN AMPLIFIERS

Check these advantages—

✓ Compact—requires minimum mounting space. Six pre-amplifiers or 4 program/monitor amplifiers mount in 7-inch rack space.
✓ Simple Maintenance—plug-in construction permits easy removal for servicing. Tubes and parts readily accessible.
✓ Electrical performance far exceeds FCC requirements for FM and TV.
✓ Plug and receptacles have gold-plated pins and sockets for noise-free contacts. Sturdy, long-lasting components.
✓ Convenient push-buttons on front chassis permit rapid tube checking.

G-E PROGRAM/MONITOR AMPLIFIER

A single unit serves as either program or monitor amplifier. Eight watts output. Four of these amplifiers mount in shelf shown above.



GENERAL ELECTRIC

General Electric Company
Electronics Park—Bldg. 1, Room 1
Syracuse, New York

Please send me free bulletins with specifications and price information on G-E Plug-In Amplifiers and accessories.

NAME.....

ADDRESS.....STATION.....

CITY.....STATE.....

Demonstration

(Continued from page 45)

tion of the 150 viewers could see the first tests.

DuMont officials called for measurement of the viewing angle on the sets, and this was found to be between 30 and 40 degrees plus or minus.

Both black-and-white and color pictures were shown on the adapted sets from color transmissions. A specially equipped color-only set showed color test patterns via 4 mc and 9 mc channels. Resolution was described as 190 lines on the 4 mc band and 325 lines on the 9 mc band. Some comment was made by viewers about flutter in color sections of the pattern.

When all the color-only sets were turned on, Miss Painter and Jody Miller, "Miss Washington of 1948," appeared on the screen in brilliant gowns. Miss Miller sang a selection from "South Pacific," seated for a while on a davenport and then walking slowly around the room. Some viewers thought the black-and-white picture was sharper than that seen on color sets, which showed magnified images about a foot wide.

Further test pattern demonstrations brought comment from DuMont officials that color was not evenly distributed, which Dr. Goldmark ascribed to the image orthicon tube. David B. Smith, Philco vice president, said he saw flicker. Dr. Goldmark called it flutter and Mr. Murphy said it was not system trouble.

Miss Miller and test patterns provided subjects for a series of transmissions in which the signal was routed to New York and back via coaxial cable before being fed to the WOIC (TV) transmitter. Many observers noted a loss of detail in the test pattern when a 2.7 mc cable was used instead of the 4 mc cable. This loss in detail was less apparent when Miss Miller provided live program material. A radio relay circuit to Baltimore was substituted for the New York loop. Some flutter was noted but this was ascribed to the haste in which the circuit had been set up. The tests were repeated as three mannequins staged a fashion show. A copy of the *New York American* with red streamer was shown. Letters an inch high were legible.

Col. William A. Roberts, DuMont counsel, stated for the record that he saw "little color breakup in this series of tests."

Ambient illumination on the front of the receiving sets was measured at about ½-foot lambert. A card held by Comr. Robert F. Jones showed 1½-foot lamberts.

Miss Painter did her familiar scarf demonstration as the studio door was opened so actual and received color could be compared. Some loss of yellow was noted in her striped dress but this yellow loss was not apparent on a Dole pineapple can, a majority of viewers felt. Boxes of Wheaties and Hi-Ho crackers were held up by Miss Painter.

In the afternoon 4 mc and 9 mc color pictures were shown on the special receiver, employing crispening circuit. A 300 w floor lamp was aimed at a color set and a black-and-white picture, with the color image showing little loss whereas the black-and-white World Series picture appeared badly washed out.

When attention was called to specular reflection of room lights from the magnifying lenses, Mr. Murphy conceded the effect existed. Dr. Allen B. DuMont, head of DuMont Labs, observed that no major manufacturer uses a lens on a black-and-white receiver.

The color pictures were measured for light intensity, showing a reading of 18 foot lamberts. A series of colored slides was shown at the request of DuMont officials.

Betty Cannon, Alexandria (Va.) dancer, wearing a blue costume, demonstrated resistance of the CBS system to color breakup. When she lost her lace skirt, color cameras were turned off and the black-and-white set turned on. Since it was the opening of the ninth inning of the second World Series game, the observers agreed to study black-and-white fidelity until the last man was out. Majority sentiment appeared to indicate satisfaction with a Brooklyn victory.

Juggler Demonstrates

A juggler garbed in a brilliant red clown suit tossed white balls, with no apparent color breakup. His image was about half the height of the frame. He shifted to red balls, with equally good results. This resistance to breakup was well maintained as he violently bounced a white ball. He concluded by juggling vertically three blue-gray indian clubs. Most observers agreed the juggling demonstration was not marred by apparent color breakup.

Tests also were made of color fringing and the demonstration wound up with use of different color values on a live model, ranging from 225 foot candles downward.

At the conclusion of the CBS tests Dr. DuMont held a news conference in the Carleton. He declared color TV will not be commercially ready for another 10 to 20 years. "All you have seen is limited range of subjects," he said. Any color standards adopted by the FCC should be compatible with the present system, he said, capable of being sent and received either in black-and-white or color.

Dr. DuMont predicted color programs will cost more to produce and transmit, with color film more expensive. The big problem is to develop a practical receiver that can be put in the home, he declared. He said CBS has lost definition in shifting to a 6 mc band width, realizing only a maximum of 405 lines instead of the 525-line black-and-white standard. All present receivers must be changed to receive the system, he said.

The public won't be satisfied with this system, he forecast. RCA's color is costly and complex and presents a difficult registry problem, he indicated, winding up with the declaration that neither RCA nor CBS color has been properly tested.

At the conclusion of the DuMont news conference, CBS President Frank Stanton issued the following statement:

"Dr. DuMont's statement speaks for itself in showing his continued attempts to keep color television from the public. The observers at the CBS demonstration today clearly indicated their approval of the color pictures we broadcast and sent to New York and back. But in any event his statements will be met and are being met before the FCC which is the proper forum for determining the true facts. I do not think that it is fitting for me to try this case outside the Commission hearing room and the demonstration where it belongs."

KF&O on Color TV

VIDEO series *Kukla, Fran & Ollie* goes before color cameras today (Monday) for the first time in a special demonstration by RCA of its all-electronic color television before the FCC in Washington. Burr Tillstrom, creator of the five-a-week show from Chicago, and his cast will originate the half-hour feature in Washington at NBC every afternoon this week (7 to 7:30 p.m. EST). Co-sponsors are RCA Victor and Sealtest Ice Cream.

Gaylord Durham

FUNERAL services for Gaylord (Gene) Durham, 51, KECA-TV Hollywood engineer, were held last Wednesday in Burbank. Mr. Durham died of a heart attack at his home in Los Angeles Oct. 4. He had been with ABC Hollywood for the past two years and previously with NBC Hollywood and KFSD San Diego. He is survived by his wife, Ethel, and one daughter, Mrs. Leonard Rumsey of Los Angeles.

45.0
"HOOPER"*
*(average 5 periods, Winter, 1948)
proves the best buy in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

TV AUXILIARIES

NAB Files Statement On Proposed Rules

FCC's proposed rules to move TV relays and pickups from experimental to permanent status [BROADCASTING, July 4] contain clauses which might be regarded as "a back-door declaration of basic policy," NAB contended in a statement filed with the Commission last week.

A number of other industry organizations which also have filed comments in the proceeding indicated that although generally approving the proposals, they object to certain aspects of the language used. Deadline for briefs is Oct. 24.

NAB commented especially on a clause limiting pickup or STL stations to cases "where wire service is not practicable." Cost of using such a station is less than that of wire service, NAB said, and stations may carry a minimum of local remote programming if compelled to use wires.

The statement, submitted by Don Petty, general counsel, and Richard Jencks, attorney, was based on a survey of operating TV stations. NAB urged the FCC to provide extra pickup channels for stations in larger cities by providing three frequencies in the 7000 mc common carrier band; exempt TV stations from requirement of prior authorization for remote operation; hold in abeyance requirements for frequency monitors and measurements until economic means are developed and available.

FCC should study further the problem of identification at beginning and end of each period of TV auxiliary station operation, NAB suggested, and called for increase from 100 to at least 400 feet the distance before operation is deemed remote control. Call-letter rules would require a camera or some other device not available commercially to provide visual identifications, it was explained.

Westinghouse Radio Stations Inc. took similar view to NAB regarding use of wire service and certain other features, as did Scripps-Howard Radio Inc. The latter also thought that common carrier reservations should be made secondary to private use or at least on share basis since greater utility and efficiency attends private operation.

Raytheon Mfg. Co. held that all frequencies should be available to both private and common carrier groups at the "discretion of the Commission on an individual case basis." To give inter-city relays exclusively to common carriers, allowing only temporary private use, "would retard progress of television by discouraging the construction of much needed relay links in many areas" and impede development of new equipment. Raytheon also indicated AT&T would gain a monopoly contrary to the spirit of the Communications Act.

AT&T, while generally supporting FCC's proposals, indicated that it would be to television's advantage to extend the common carrier policy to other parts of the proposal not now so designated.

KVOS Bellingham, Wash., suggested that TV license applicants be given temporary relay authorizations to bring programs into an area while their station was under construction. This would stimulate advance set sales and reduce economic problems for the pioneer in any area.

McMurray to CBS-TV

MAURICE E. McMURRAY, recently director of television subscriber relations for C. E. Hooper Inc., New York, has joined the CBS-TV sales staff as account executive. Mr. McMurray was with WHO Des Moines from 1940 to 1948 on sales and audience research assignments, eventually becoming sales promotion manager. Just before joining Hooper, he was associated with the Midland Broadcasting Co., owner of KMBC Kansas City, a CBS affiliate.

LONE RANGER

Set for Regional TV Net

VENTURING into regional network television for the first time, American Bakeries Co., Atlanta, will sponsor ABC-TV telecasts of *The Lone Ranger* over five southeastern video stations.

The firm, which entered regional radio network initially with sponsorship on 36 southeastern stations of ABC broadcasts of *The Lone Ranger* early last summer, has signed a 104-week contract with the video network, effective last Thursday. Contract covers film telecasts of the Western serial on WSB-TV Atlanta, WAFM-TV Birmingham and WMBR-TV Jacksonville, starting Thursday, Oct. 6; WDSU-TV New Orleans, starting Saturday, Oct. 8, and WTVJ (TV) Miami, starting Saturday, Oct. 15. Telecast times in each city vary.

Tucker Wayne & Co., Atlanta, is the American Bakeries agency for radio and television.

WSAZ-TV & WMCT (TV)

Join DuMont TV Network

TWO additional stations have joined the DuMont Television Network, bringing to 47 the network's total number of affiliates. Latest stations in the DuMont fold are WSAZ-TV Huntington, W. Va., and WMCT (TV) Memphis, Tenn.

WSAZ-TV, owned by WSAZ Inc., will start commercial operations on Nov. 15, and is also affiliated with CBS-TV. WMCT (TV), owned by the Memphis Publishing Co., is also affiliated with CBS-TV and NBC-TV.

'RED FEATHER'

TV Networks Back Fund Drive

IN a combined effort toward public service entertainment, the four television networks, ABC-TV, CBS-TV, NBC-TV, and DuMont, each are contributing not only time, but filmed acts of their outstanding performers to create a half-hour Community Chests of America program, *Red Feather USA*.

The film will be telecast on a staggered schedule by all four networks. Telecast times are as follows: CBS-TV, Monday, Oct. 17, 7-7:30 p.m.; ABC-TV, Tuesday, Oct. 18, 9:30-10 p.m.; DuMont TV, Wednesday, Oct. 19, 10-10:30 p.m.; NBC-TV, Thursday, Oct. 20, 8-8:30 p.m.

HUBBELL SHIFT

Names Richardson, Wisse

BOB RICHARDSON, managing director of Richardson-Hubbell Television Networks Ltd., London, was appointed last week vice president in charge of European operations for Hubbell Television Inc., New York. He will continue as managing director of the London operation.

Liese Wisse, former executive secretary to the late Robert Ripley, was appointed executive secretary and personal assistant to Richard W. Hubbell, president of the New York television Film Financing, Production & Distribution Co.

IF YOU HAVE A SPOT RADIO PROBLEM

CONTACT OUR NEAREST OFFICE

Joseph Hershey McGillvra, Inc.

RADIO AM-FM-TV REPRESENTATIVES

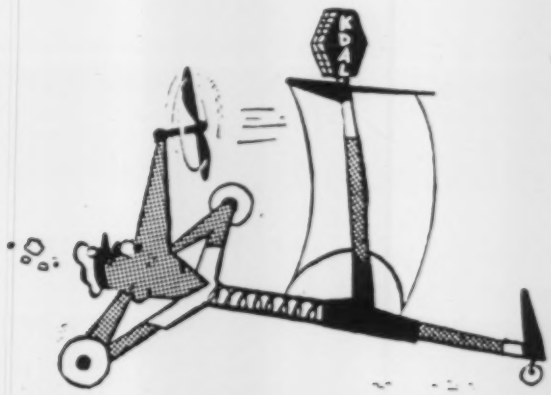
Executive Offices—366 Madison Avenue, New York 17, Murray Hill 2-8755

NEW YORK · CHICAGO · LOS ANGELES

SAN FRANCISCO · ATLANTA

EASY "SALE-ING"

DULUTH, MINN.—"If it's easy 'sale-ing' you're looking for in this rich Duluth-Superior Market," complacently chortles our Otto Mattick, "it's a breeze with KDAL." KDAL is the favorite of audiences in this favored market . . . favored because of its stability, its ever-important buying power. Incidentally, Otto Mattick doesn't trust to fate to keep him sailing full speed ahead. He creates his own impetus and maintains top speed via KDAL's own continuing promotion plan. KDAL Hoopers tell an indisputable story of audience dominance. Why not put it to work for you?



Avery-Knodel will welcome the opportunity to tell you more about how KDAL can sell for you. You'll profit by giving them the chance to do so.

Hearing

(Continued from page 53)

listed the following:

The number of lines per picture is 405, as compared to the black-and-white standard of 525.

The field frequency is 144 per second, as compared to the black-and-white standard of 60.

CBS also suggests that standards include a color sequence phasing pulse to permit in addition to manual locking also automatic locking of the respective colors of the cameras and receivers together—that is, so that when the camera sees one color, the viewer sees the same color.

The standards also include specifications for the color primaries. . . .

Station equipment necessary for the CBS system he said, includes standard TV broadcast and relay transmitters, without modification; standard RMA-type synchronizing signal generator, modified to produce line-scanning frequency of 29,160 per second, field-scanning frequency of 144 per second, and to inject color sequence phasing pulse each 1/48th of a second for automatic color phasing; disc-type color monitors; and a color mixer, a piece of equipment additional to the standard monochrome station's normal studio complement.

Dr. Goldmark asked FCC to distinguish between a system "which exists wholly or in part on paper, and one which is in actual operation under normal conditions." He also drew a distinction between a color system and its apparatus, declaring that the color disc is not essential to the CBS system. He added:

On the other hand, RCA and CTI, as far as I know, must use multi-image electronic apparatus and hence if there are limitations in that apparatus, as there now appear to be, these are the limitations of the systems themselves and discussion of potential performance apart from the apparatus inherent in them can only serve to confuse the issue of performance.

. . . It is important to bear in mind that although there may be no eventual limit to the feats which can be performed within the electronic art if cost is no consideration, there may be, and often are, serious limitations imposed when cost must be taken into account.

Dr. Goldmark said opponents of the CBS method "seem to have concentrated most of their criticism . . . on the ground of definition." He conceded the CBS system has lower "geometrical resolution" than standard black-and-white, but insisted this is more than offset by such equally important factors as contrast, variation in color hue and saturation, and crispness.

He said the "hypothetical geometrical resolution" of other systems is satisfactory, but claimed "it is exceedingly doubtful that the hypothetical can in fact be realized."

He maintained there is "no validity" in the contention that the CBS system using disc-type equipment has inherent registration problems. "But the same is not true as to the other systems," he asserted. "They have major image registration problems arising from the fact that before the original scene can be perceived by the eye of the viewer 15 separate images—nine at the camera and six at the receiver—must be registered and must permanently be kept in register."

Mr. Plotkin brought out, by questioning, that the RCA three-tube equipment would have the same registration problems when used with the CBS system as when used with the RCA system.

Dr. Goldmark reported that "the CBS color television system for 6 mc is in almost all respects indentical, from camera to viewed image, with the present standard television system which has already been fully field tested in practice." He saw no need for further field tests on that score. To give FCC "a maximum amount of pertinent information" before the hearing ends, he said, 29 color receivers of various styles will be installed in the Washington area for further demonstrations.

In a portion of his prepared statement not yet covered in testimony Dr. Goldmark rated the CBS system relatively inexpensive for the broadcaster and public alike. Costs for a single field camera equipment permanently converted to color were reported at $3,358; for single field camera equipment switchable from monochrome to color and from color to monochrome, $4,331; for dual camera field equipment permanently converted to color, $6,032, and for the same equipment made switchable, $7,197.

Will Hear Manufacturer

The statement also said a manufacturer will testify that a black-and-white set may be adapted to receive color signals in monochrome for $15 retail if the modification were made at the factory and for about $35 plus service charge if the change were made in the home by means of an external scanning adapter. Cost of converting a monochrome set to receive color in color, he said, will be estimated at about $70 at the outset and about $50 when production is refined. This cost would not include the scanning adapter. For a conversion-adaptation job done at the factory, it was estimated the total cost can be as low as $65.

Dr. Goldmark said he could not conclude "in all honesty" that the RCA converter "is a converter at all" since it seems "about six times as large as the little black-and-white set it is supposed to convert.

He thought color converters under the CBS system could be shipped within 60 to 90 days after FCC authorization, that scanning adapters and sets with internal adaptation could be shipped sooner, that complete color sets would take only a little longer than converters, and that color cameras could be ready in "a matter of months."

RENEWING Detroit Oldsmobile dealers sponsorship of Michigan U. games on WWJ-TV Detroit (l to r seated—H. O. Crisler, Michigan athletic director, and Olds General Sales Manager G. R. Jones; standing —W. E. Walbridge WWJ-TV general sales manager; L. F. Carlson, Olds national advertising manager; Sportscaster Paul Williams.

Dr. Goldmark encountered sharp protests from counsel for other companies when he undertook his discussion of set costs. They claimed he was attempting to give testimony of witnesses who had not yet appeared. They were over-ruled by Chairman Coy, however.

Dr. Goldmark is slated to continue with his presentation when the hearing resumes tomorrow (Tuesday) after today's official demonstration of the RCA system.

FCC meanwhile denied a petition by Ailen B. DuMont Labs asking that CBS be directed to make a color pickup of Friday's World Series baseball game and relay it from New York to Washington as part of its official demonstration. This, DuMont argued, would provide "a more appropriate test" of Columbia color than the scheduled pickup from a Washington high school football game which was slated for Friday and the Thursday demonstration of transmissions via 2.7 and 4 mc cables.

KECA-TV Hollywood extends beaming of its test pattern from five to seven days weekly. Pattern will now be transmitted 1-4 p.m. PST, Mon. through Sat., and 5-6:45 p.m. PST Sun. It was formerly shown three hours Mon.-Fri. only.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

"PROOF OF THE PUDDING"

Because Local advertisers know that WDBJ excels in coverage, distribution and RESULTS in Roanoke and Southwestern Virginia*, 34 LOCAL accounts have maintained continuous advertising schedules from 5 to 15 years on WDBJ.

*Ask your Free & Peters Colonel for survey material.

WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA
FREE & PETERS, INC., National Representatives

FOR RESULTS

—Over a million people in 79 counties of Georgia, South Carolina and Florida.

—3½ times more people than any other station in this market.

—A $557,206,000 retail sales area.

It's 630 in Savannah WSAV

630 kc. 5,000 watts Full Time

Represented by Hollingbery

NEWSPAPERS

Eisen Urges Use of Radio-TV

SUBSTANTIAL USE of radio and television to stimulate newspaper circulation is advocated in a study published last month by Max Eisen, president of New York's Assn. of Advertising Men, and former special assistant to the publisher of the European edition, New York *Herald Tribune*.

Mr. Eisen, who is currently engaged in publicity work, urges that newspapers, in addition to broadcasting news, should use radio announcements on articles, features and serials, and sponsored program to attract specific groups. He suggests the use of newspaper staff writers on radio and video programs, to acquaint the public with those who write the paper.

Mr. Eisen feels that television is an excellent medium for newspaper circulation building, and points out that while circulations have decreased slightly in New York since video's inception on a mass scale, once the novelty factor has declined, TV will increase traffic and increase newspaper sales.

The study, "How to Increase Daily Newspaper Circulation," is available for $2 (mimeographed) from Columbia U. Bookstore, New York. Mr. Eisen is a Columbia journalism graduate.

VIDEO VIEWERS

High Among Non-Owners

MORE than half the people who do not own television sets can nevertheless be considered regular television viewers, according to a survey by Marketscope Research Co., Newark, N. J.

Marketscope made its survey in the New York metropolitan area. It reported that 95% of non TV owners had seen television, that 55.9% were regular viewers in terms of Marketscope's definition of regular—viewing two and a half viewing hours at least three times a month. Among non-owners of TV sets most see television in the homes of friends or relatives; 30% see it in taverns or other public places.

MEMO TO:

Joe Sudik, MC

Neighborhood Polka Hour

Your program at 8-8:30 PM daily and on Sunday 9-10 AM is doing a fine job. Your average mail pull for weeks has been over 350 cards and letters. During the past month, fifteen additional advertisers have been added to your program. Keep up the good work.

John Deme

General Manager

WICH NORWICH, CONN.

MOVIE STARS IN TV SOON

Thornburgh Reviews Hollywood-Video Status

PREDICTION that a great number of big name motion picture stars will be in television within the next year was made by Donald W. Thornburgh, president of WCAU Inc., Philadelphia, in an address to the first fall meeting of the Television Assn. of Philadelphia Sept. 28.

Discussing the relationship of Hollywood with TV, Mr. Thornburgh called attention to the fact that the motion picture industry has been negative in its approach to the problem of what to do with the new medium. He reminded that 13 years ago the movies were afraid to let their stars go on radio and now they are loathe to let them appear on TV for fear of losing their audiences. However, Mr. Thornburgh noted, the stars look to TV as their next great endeavor.

He discussed the motion picture industry's problem in trying to retain Hollywood as the center of its nation-wide distribution of film. The big test will come with the transcontinental development of the coaxial cable, for then the question will be whether kinescope recordings can compete with live performances, he said.

Mr. Thornburgh predicted there will be 300,000 TV sets in Philadelphia by Jan. 1. He said that the city offers a great field for advertisers since there are but three channels. A prime objective, he pointed out, should be to sell the efficacy of TV advertising to the public.

James D. McLean, manager of the industrial division of Philco Corp., also addressed the meeting, discussing the current FCC television hearings.

Al Bernsohn of RCA Victor and president of the association, served as toastmaster. Among those attending were: Roger W. Clipp, general manager of the *Philadelphia Inquirer* stations WFIL-AM-FM-TV; Rolland V. Tooke, assistant general manager of the Philco Television Broadcasting Corp.; Joseph B. Elliott, vice president of RCA in charge of RCA Victor consumer products; Paul W. Harron, president of WIBG Philadelphia; Benedict Gimbel Jr., president and general manager of WIP Philadelphia; James Tabor, of the Foley Agency; Halz S. Lamb, Geare-Marsden, and Mrs. Billie Farren, Nield-Ivey Assoc.

TV Lab Auditions

TWIN City Television Lab annual auditions of talent for future casting in this year's Lab TV productions were held last Wednesday at the firm's studios in the Lyceum Theatre, Minneapolis. Supervised by Casting Director Harriette Hoyt and Mary Ellen Fedora, of TV Lab faculty, actors and actresses were auditioned at morning, afternoon and evening periods, two hours each. Twin Citians of all ages, regardless of experience, were invited to try out for these TV productions which were carried on in a full-scale TV studio under actual on-the-air conditions. Shows are produced and directed by student personnel from all parts of the country studying TV production techniques.

TV POTENTIAL

Held Tremendous by Just

TELEVISION has a "tremendous potential" in science and education as well as in entertainment, Paul A. Just, executive vice president of Television Shares Management Co., Chicago, told members of the Boston Investment Club Sept. 28. Mr. Just's firm distributed Television Fund Inc.

The future of TV, as a part of electronics, "challenges every investment-conscious person to consider this industry carefully and re-appraise all others," he charged. "TV is only one part of the vast field of electronics, through which newly-developed devices perform human actions with greater speed and sensitivity."

Mr. Just described video as an element in the current "second phase of the industrial revolution, where brain power is mechanized and electrified in comparison with muscle power during the first phase."

KRABER REJOINS CBS

Resigns DuMont TV Post

TONY KRABER, manager of program presentation at the DuMont Television Network, has resigned to rejoin CBS-TV as executive producer. Mr. Kraber was a member of the prewar CBS-TV staff and an executive in the network's shortwave department from 1942 to 1948.

In addition to his assignment as executive producer, Mr. Kraber will head a committee of three, comprised of himself, Arthur I. Rothafel and Arthur Heineman, of the CBS-TV program staff, to screen new talent and program material.

ADVERTEST STUDY

Shows TV Effect on Sports

IN ITS study of "The Television Audience of Today," Advertest Research, New Brunswick, N. J., has released a study of sports and television. Covering homes throughout the New York metropolitan area, 588 men respondents were questioned about their interest and attendance in sporting events before and after the purchase of a television set.

Sports covered were baseball, basketball (pro and college), boxing, football (pro and college), hockey, horse racing, roller derby, trotting races, wrestling. Questions also included sponsor identification and product use, type set and tube size.

WOC FIRST IN THE QUAD Cities

DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE

AM 5,000 W 1420 Kc. FM 47 Kw. 103.7 Mc. TV C.P. 22.9 Kw. visual and aural, Channel 5

Basic Affiliate of NBC, the No. 1 Network

Monday through Sunday . . . morning, afternoon, evening . . . WOC Hooper Ratings average as much as 5.9 points higher than the national averages for the same programs. That's the story told by the last Fall-Winter Quad-City and Comprehensive Hooper Reports. Thus WOC gives NBC Network and spot advertisers bonus audiences in this wealthy industrial area . . . proof of the listener-loyalty that makes WOC the Quad-Cities' FIRST station.

Col. B. J. Palmer, President
Ernest Sanders, Manager

DAVENPORT, IOWA

FREE & PETERS, INC., National Representatives

"VIC" DIEHM says:

IT TAKES ALL KINDS of SHAPES to run a RADIO STATION

GORGEOUS

BEAUTIFUL

AWFUL!

for further Enlightenment write to Vic Diehm c/o

WAZL

HAZLETON, PENNA.

KPHO PHOENIX

Increases Power to 5 kw

KPHO Phoenix is now a full-grown radio voice in Arizona with its power increase from 250 w on 1230 kc completed to 5 kw on 910 kc. Station reports that Arizona radio listeners heard for the first time Sept. 21 at 9:10 p.m. the full meaning of the phrase "nine-ten will get you five thousand."

Bill Reddick, program director of KPHO, says the new "Voice of Phoenix" is the result of 15 years engineering research and development combined with the excellence of complete Western Electric matched unit installation.

Over 4,000 ft. of coaxial cable and 15 miles of copper wire went into the construction of the new KPHO transmitter. The new antenna and transmitter are located northwest of the city at 27th Avenue and Missouri. Technical construction has been under the direction of Walter Stiles, engineering consultant of Stiles & Waring, Washington. Mr. Stiles is also in charge of engineering for the new TV station, KTLX.

Rex Schepp, president of KPHO, licensed to Phoenix Broadcasting Inc., announced executive personnel to include: J. R. (Dick) Heath, commercial manager, Mr. Reddick, program director; Cliff Baker, chief engineer, and Robert Bohannan Jr., office manager. Mr. Reddick adds the new power increase "means extended coverage, improved reception, and top quality programming to a vastly greater number of Arizonans."

Statement of The Ownership, Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, and March 3, 1933

Of BROADCASTING-TELECASTING, published weekly, at Washington, D. C., for October 10, 1949.

District of Columbia—ss.

Before me, a notary public in and for the District aforesaid, personally appeared Maurice H. Long, who having been duly sworn according to law, deposes and says that he is the business manager of BROADCASTING-TELECASTING and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, circulation, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher and Editor—SOL TAISHOFF, Washington, D. C.

Managing Editor—ART KING, Washington, D. C.

Business Manager—MAURICE H. LONG, Washington, D. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Sol Taishoff, Washington, D. C.; Betty Tash Taishoff, Washington, D. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers, during the twelve months preceding the date shown above is 15,150.

MAURICE H. LONG.

Sworn to and subscribed before me this 4th day of October, 1949.

MINNIE JACOBS
(Seal) *Notary Public.*

(My commission expires November 14, 1951.)

ILL. SPORTS NETWORK

Eight Carry Games

EIGHT stations are carrying nine U. of Illinois football games via the Illinois Sports Network. They are WKID Urbana, WTAX Springfield, WWXL Peoria, WAAF Chicago, WBNU-FM Aurora, WVLN Olney, WCIL Carbondale and WQUA Moline. Home games from Champaign include those with Iowa State, Wisconsin, Missouri, Michigan, Indiana and Northwestern. Out-of-town games are scheduled at Iowa, Purdue and Ohio State, with the season ending Nov. 12.

The network also will relay 22 U. of Illinois Basketball games to subscribing stations, according to G. Max Kimbrel, manager of WKID and Sports Network director. Illinois, Western Conference defending champions, will play 12 regulation league games. Final broadcast will be of the Illinois-Northwestern match from the Chicago Stadium. Mr. Kimbrel said the station roster for the schedule has not been completed.

SUMMER broadcast on "World Trade and the British Crisis" on the *U. of Chicago Round Table* over NBC Aug. 14 will be rebroadcast in England by the BBC Oct. 15.

TEEN SUCCESS

WONE Staffer Is Su

SUCCESS story in the creation *Rhapsody of Youth*, teen-age t ent program, gives credit to t tireless effort on the part of Be Ann Horstman, energetic teen-a staff member of WONE Dayt Popularity of the show has gro each week since the radio premi on Aug. 24, when Mrs. Frank Lausche, wife of Ohio's governo

First nighters (l to r) Mrs. Fra Lausche, Roger Haas, teen-a piano virtuoso, and Betty A Horstman, producer and star show.

and a host of other civic leade appeared at the Ames Theatre Dayton with police escort amid t popping of flashbulbs.

The Gallagher Drug Co. of Da ton, sponsor of the program o WONE, wanted it known that t show would be devoted to givi local youngsters an opportunity display their talents and possib assist them to reach stardo Gallagher's advertising agenc Hugo Wagenseil & Assoc., Dayto recommended a grand introducti to the city with civic and you leaders and the press made awa of the program's potentialities.

With the agency's outline hand, Miss Horstmann arrang for the personal appearances, t police escort, invitations, theat facilities, press coverage and course, the entertainment. Sh presents skilled, hand-picked tal and has a backlog of several hu dred youths from which to dra

UNDUPLICATED PROGRAMS BUILD AUDIENCE

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

GARVER BOOK
Is Guide to Low-Cost Shows

CCESSFUL RADIO ADVERTISING, st Edition. By Robert I. Garver. w York: Prentice-Hall Inc. 329 pp. 5.

CCESSES with sponsor partici- tion programs by radio adver- ers are discussed with diligent umen in this new book by Mr. arver, who presents observations d conclusions well-detailed with rvey reports, charts and tables. he book is called by the publishers e "first guide ever published for ccessful radio advertising" on ch low-cost types of shows as sic jockey, farm, musical, musical ck, women's service, audience rticipation and husband-wife.

To back up this claim, Mr. arver, former radio and TV di- ctor of Alley & Richards Inc. d previously sales manager of JZ New York, takes up each of ese show classifications and ana- zes its origin, growth and success. llowing these fact-full chapters, e author points up factors im- rtant to the sponsor: How to oose and get results of a pro- ram; ratings of programs, and e future of these types in AM- M-TV.

One-half of the book is given er to close scrutiny of a national rvey taken by Mr. Garver city- y-city of AM sponsor participa- ion programs. Survey tabulates ta on the program policies of tions in each locality with in- rmation on program types, rate ructures, merchandising aids, ail response, taboos, permissible mber of commercials, and tran- ription rules. Also included is a ographical list of stations broad- sting such shows with informa- ion about network affiliation, mes and types of programs, costs d station representatives.

For assistance in the survey, Mr. arver drew upon the knowledge 260 station executives and their epresentatives. C. E. Hooper Inc., A. C. Nielson Co., and ABC.

UTSTANDING guest speakers will articipate in courses on World Radio onducted by Dr. Arno Huth at New chool for Social Research, New York.

Programs

BROADCAST service to more than 3,500 youngsters who act as safety patrols at elementary schools is carried by WWDC Washington. Every school morning, broadcasts include specific safety information, patrol assignments, citations for excellent work, round-up of elementary school events, weather reports and birthday greetings. "Safety Patrolman of the Month" is selected and receives award from program's monthly special guest. Show, titled *Orders of the Day*, was given successful trial run last spring.

Teen-Age Quiz Show

STUDENTS from public, private and Catholic schools in Philadelphia and surrounding areas take part in unrehearsed half-hour show, *Teen-Age Quiz*, over WPEN Philadelphia. Questions concerning current events that are local, national and international in nature are sent in by students. Show serves to keep students well informed as to news of the day and has found favor with school authorities. WPEN reports. Six pupils participate in weekly show and eventually all schools will be represented.

Narrow Escapes

AS PART of safety campaign in Dade County, Fla., WIOD Miami, sent two staff members, Scott Bishop and Harry Munyan, on train trip between Miami and Palm Beach. Messrs. Bishop and Munyan rode in cab of diesel engine and tape recorded accounts of three near-accidents when motorists drove across tracks in front of oncoming train. Recordings were then aired on WIOD to illustrate dangers of careless driving in vicinity of train crossings and tracks.

Fire Prevention

TWO-CITY hook-up featuring executives of Lawrence, Mass., and Boston Fire Depts. will be feature of Fire Prevention Week show, aired by WLAW Lawrence. Show will be broadcast at 10:45 a.m. tomorrow (Oct. 11), opening with alert to Lawrence central fire headquarters. Chief Retelle will respond to call to WLAW studios, describing maneuvers that firemen go through on way to answering call. Chief will then climb ladder from street to studios' windows where he will be interviewed. Boston's Chief Inspector Francis W. Kelley will be in studio and take part in broadcasts. Space in front of WLAW studios will be roped off and traffic officers will be on duty to prevent confusion.

School Music Class

NEW TWIST on music programs for school children has been endorsed by Moncton (N. B.) School Board and incorporated into school curriculum for all eighth grade pupils. CKCW Moncton airs *Basic Course in Music Appreciation* every school day. Show embraces lectures and music with added feature of review questions. In this way, students receive practically entire music course via radio. Examination questions are answered immediately following program and from grades made on them, pupils' yearly marks will be given.

TV Styles

PHILADELPHIA'S leading style shops and best known models are featured by WCAU-TV that city on daily fashion show, *Take 10*, seen for 2½ hours every afternoon, Mon.-Fri. Each of 16 member stores of Philadelphia Fashion Group Inc., is responsible for putting gowns and models before cameras and supplying its own stylist as commentator. Some 65 fashion shows have been set, with various member stores planning on average of one TV appearance each per month. Each store receives monthly opportunity to showcase its latest fashions. Interviews are presented with outstanding designers.

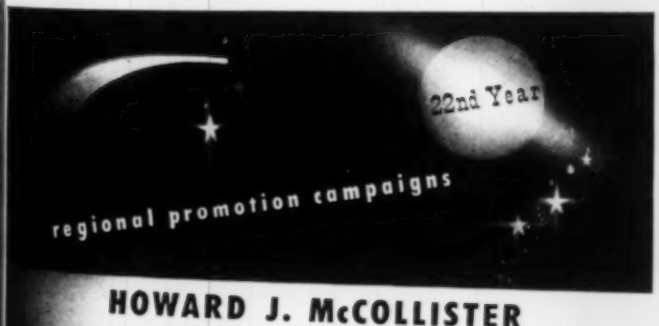
PROGRAM FIRM
Formed by Searle, Parks

FORMATION of Searle & Parks, a California corporation, has been jointly announced by Don Searle, former vice president of ABC Western Division, and James Parks, owner of James Parks Co., program agency. Address is 6331 Hollywood Blvd., Hollywood.

Purpose of the new firm, with capitalization of $250,000, will be to establish a radio program service, National Home Institute, which will include national product testing, and to create, represent and sell radio packages.

Mr. Searle, who returns from semi-retirement, will head the company as president. He was associated with ABC from 1943 to 1948, first as general manager of KGO San Francisco and later as vice president and general manager of the network's western division. Earlier, he owned and managed stations in Iowa, Kansas and Nebraska.

Mr. Parks' program agency represents his interest in the *Quiz Kids* program. He formerly was vice president and director of Broadcasters Guild. Previously he was in charge of radio for General Artists Corp. and William Morris Agency in Chicago.



HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

THE PICK OF THE NEW HITS!
on special "DJ" platters*

TEX BENEKE
Over Three Hills
I Can Dream, Can't I
DJ-773

FREDDY MARTIN
Bluebird On Your Windowsill
I've Got A Lovely Bunch of Coconuts
DJ-774

SAMMY KAYE
Let's Harmonize
Makin' Love Ukulele Style
DJ-775

TONY MARTIN
Toot Toot Tootsie Goodbye
You Call It Madness
DJ-776

TOMMY DORSEY
East of the Sun (and West of the Moon)
I'll See You In My Dreams
DJ-777

*"DJ" disks are special platters for disk jockey and radio station use!

RCA VICTOR RECORDS

Respects

(Continued from page 42)

uated jobs on newspapers were to be had "for experience" only. Young Mr. McAndrews did the next best. He took the post of director of public relations for St. Mary's College where he remained until June 1935.

During fall terms he was advance man for the football team. Spring of each year found him doing a similar tour for the college debaters. Along with his many public relations chores, Mr. McAndrews managed to teach speech and coach debate teams.

His job entailed contact with radio, too. As director of public relations, he worked up educational features with various stations in the area for his alma mater. He had a weekly book review and authors interview series on KSFO San Francisco; college debates on KYA San Francisco; faculty lectures on KRE Berkeley, and student plays on KROW Oakland.

Enjoying this radio experience, Mr. McAndrews decided to become part of the fast growing industry. So he started bombarding local stations and the networks for a job.

He became an NBC San Francisco junior announcer on Jan. 15, 1936, and three months later was boosted to senior grade. On the side, he wrote book reviews for the San Francisco *Chronicle* and handled other freelance writing assignments.

Within a year he was holding down the combination assignment of night program manager and script writer. Some six months later a shift was made to press relations, then headed by Milton Samuel, now West Coast publicity director of Young & Rubicam.

When Charles B. Brown, then NBC Western Division advertising and promotion manager, wanted a bright young man as his assistant in June 1937, Mr. McAndrews was chosen. A few months later Mr. Brown shifted his major operations to Hollywood which in the meanwhile had become the network's Western Division headquarters. Mr. McAndrews was made promotion manager of the San Francisco office.

Logical Successor

With Mr. Brown elevated to promotion manager of NBC operated stations and transferred to New York in early 1940, logical man to succeed him in Hollywood was Mr. McAndrews who became Western Division advertising and promotion manager.

Then came World War II, and in early 1942 Mr. McAndrews was commissioned a second lieutenant in the Army Air Forces. He became assistant public relations officer at AAF West Coast Training Center, Santa Ana, Calif. Transferred to AAF Headquarters, Washington, in November 1943 as assistant public relations officer, he spent the next year as newsreel and picture officer for AAF public relations. Next 18 months found him as radio liaison officer between AAF headquarters and commercial radio. He was discharged a major in December 1945.

Back to NBC he went on Jan. 1, 1946, taking over his former post of Western Division advertising and promotion manager. It was 14 months later that he joined Young & Rubicam's public relations department as promotion manager. And Milton Samuel was again his "boss."

But that association was terminated last May 15 when Mr. McAndrews resigned, this time to join Southern California Broadcasters Assn. as its first fulltime salaried managing director.

Professionally Mr. McAndrews considers a weekly radio advertising course which he has conducted since 1946 for the U. of California Extension Division his prime extracurricular activity. But magazine writing, too, might be classified as extra-curricular. An astute student of economics, he has contributed articles to dozens of publications.

Unhurried and Definite

Six-foot-two, blue-eyed and tipping the scales at 200 lbs., his manner is that of quiet unhurried reflection, but he doesn't hesitate to speak his mind once a question or problem is put.

Adelina Clara Ciabarri, a Los Angeles girl, was teacher of home economics at East Bakersfield (Calif.) High School until she became Mrs. Robert J. McAndrews on Feb. 13, 1943. Hugh Higgins, one time assistant advertising director of NAB and now manager of WMOA Marietta, Ohio, was best man. Mr. McAndrews says he commuted between the two cities many week-ends before Miss Ciabarri consented to change her name.

The McAndrews, with Peter Francis, 5, and Michael Anthony, 2, make their home today in the Crenshaw district of Los Angeles.

On the hobby front, Mr. McAndrews goes in for a lot of gardening and wood chopping to keep in trim. He admits playing "a little tennis" and also likes to swim.

Organizationally he's a director of Greater Los Angeles Chapter of the National Safety Coucil; St. Mary's College Alumni Assn., and Hollywood Ad Club. He is in addition West Coast representative on radio executive committee of the National Council of Catholic Men. As vice president of the Advertising Assn. of the West, Mr. McAndrews instigated founding of both the Hollywood and Santa Barbara Ad Clubs.

NATIONAL labor leaders and midwestern government officials heard in discussion of current labor crisis over KMBC-KFRM Kansas City, Mo. Among those heard were Frank Carlson, governor of Kansas, and William Green, president of AFL.

There's a New Bold Look in Northeastern Ohio

IT'S A **NEW LOOK** BECAUSE . . .
IT SPARKLES WITH GREATER SALES RESULTS FROM TODAY'S MORE CONSERVATIVE AD EXPENDITURES

IT'S A **BOLD LOOK** BECAUSE . . .
THE PATTERN NO LONGER CONFORMS TO OLD FASHIONED AND OUT-MODED TRADITIONS IN TIME-BUYING

THREE THINGS HAVE HAPPENED DURING THE PAST TWO YEARS TO PRODUCE THIS NEW BOLD LOOK IN NORTHEASTERN OHIO

1. A station 58 miles from us increased its power and therefore a station 24 miles from us lost more than half its audience in the Canton Market.
2. Another station 58 miles from us lost some of its best features and therefore lost several percentage points in its Canton Market audience ratings.
3. WHBC increased its power to 5,000 watts . . . became an affiliate of ABC . . . and therefore another station 24 miles from us lost practically all its Canton Market audience.

RESULT:

WHBC in Canton is now the station that completes your coverage picture in NORTHEASTERN OHIO because WHBC has gained audience while listening to all other stations has split several ways.

CHECK TAYLOR-BORROFF ABOUT . . .

. . . Brand New Hooperatings
. . . More listeners at less cost
. . . Retail sales that still hold firm
. . . Local promotion that sells
. . . A 5-county "BRIGHT SPOT" market

ASK WHBC CANTON about the NEW BOLD look in NORTHEASTERN OHIO

Management

F. J. KELLEY, formerly with RCA's southwest sales division, Dallas, Tex., appointed president and general manager WTSP-AM-FM St. Petersburg, Fla.

JOHN C. HANNER, former part owner of WCPS Tarboro, N. C., named manager of WB... Burlington, N. ...

Mr. Hanner

HUGH B. TER... vice president and general manager KLZ Denver, recently addressed Denver teachers on subject, "UNE... Radio." He ... American broadcasting repres... ative at UNE... conference which was held in Paris last May.

ART BARRIE, formerly of WS... Toledo, Ohio, joins WFRO-AM-... Fremont, Ohio, as vice presid... WFRO-AM is scheduled to be in operation by Nov. 15.

WARREN H. BREWSTER, presid... and general manager of WL... Laconia, N. H., elected president Laconia Chamber of Commerce.

HARRY WISMER elected to board of directors of WGAR Broadcasting Co., Cleveland.

LLOYD E. YODER, general manager of KOA Denver and president of Denver Chapter of American Red Cross, officiated at ceremonies honoring a Denverite for outstanding Red Cross contributions.

Mr. Yoder

JOHN PATTIS... WILLIAMS, ... tive vice president of WING Day... and WIZE Spri... field, Ohio, named chairman of ... vanced Gifts Group for 1950 Com... nity Chest Campaign in Day...

ADNA H. KARNS, general manager of WING and WIZE, named to board of directors of Social Hygiene As... of Dayton and Montgomery co...

NEW YORK Yankee football ga... will be aired by WSCR Scranton ... season.

In
Altoona, Pa.,
It's
ROY F. THOMPSON
and
WRTA
A prize radio combination in the rich industrial market of Central Pennsylvania.
Represented by
ROBERT MEEKER ASSOCIATES

NA MEETING

AM-TV Discussion Set

EWPOINTS on the subjects, Don't Give Up AM Radio" and Television Has Reached the Pay-Point," will highlight the radio d television session of the 40th nual meeting of the Assn. of Na-nal Advertisers, to be held Mon-y, Oct. 10, through Wednesday, t. 12, at New York's Waldorf storia hotel.

The Tuesday afternoon session, en only to ANA members and eir advertiser guests, will feature e view-points of the following eakers: for AM radio—W. N. onnolly, advertising manager, C. Johnson & Son, Inc.; Hugh Beville Jr., NBC director of re-arch; William C. Gittinger, CBS ce president in charge of sales. or television—Robert S. Peare, ce president, General Electric .; Sylvester L. (Pat) Weaver r., NBC vice president in charge television; George L. Moscovics, BS manager of television sales velopment.

Case histories on radio and tele-ision will be presented by Thomas Brown Jr., vice president of E. Hooper Inc., and I. W. iggs, ANA counsel will speak the FCC giveaway order and the ommission's review of color tele-ision.

udens Takes Giveaway

UDENS Inc., Reading, Pa., will onsor a quarter hour of the CBS *ng It Again* program, hour-long aturday night giveaway. The andy and cough-drop manufactur-r has purchased the 10:45-11 p.m. gment of the 10-11 p.m. broad-sts, starting Saturday, Nov. 26. gency is J. M. Mathes Inc. Other onsors of the program is Carter oducts Inc., which has the 10:30-0:45 portion of the musical quiz.

HAMBER music concerts from Li-ary of Congress will be heard over QQW-FM Washington during 1949-season.

Commercial

JAMES T. BUTLER, formerly of WMBD Peoria, Ill., and sales manager of WMMJ same city, appointed sales representative of WIRL Peoria.

DONALD P. CAMPBELL, formerly with MBS sales department, joins New York television sales staff of Edward Petry & Co., station representative. Prior to joining Mutual, he was with NBC, ABC and WEST Easton, Pa.

PAT WENDLING joins sales staff of WBBM Chicago.

WAYNE B. GLASGOW, new to radio, appointed to advertising sales department of WLAC Nashville, Tenn.

LEE FONDREN, national sales manager for KLZ Denver, appointed radio instructor for Colorado Woman's College, Denver, for third consecutive year.

MACK SWITZER, KLZ public service director, reappointed radio instructor at Regis College and Loretto Heights College, both Denver.

HAROLD W. BATCHELDER, former sales manager of WBAL-TV Baltimore and before that vice president and general manager of WFBR same city, appointed sales manager of WTVJ (TV) Miami, Fla. He succeeds **M. J. WEISFELDT**, who resigned to become vice president of Charles Anthony Gross Adv.

DuMONT Television Network appoints Richard Railton Co., San Francisco, as Western sales representative for network and affiliated stations.

GEORGE LaRUE resigns as sales manager of KFBC Sacramento to enter insurance business.

LEIGH STUBBS, formerly with CKEY Toronto, Ont., becomes sales promotion director for CHUM same city.

KLIF Dallas appoints **Adam J. Young Jr. Inc.**, New York, as its national representative.

KEVIN B. SWEENEY, sales manager of KFI and KFI-TV Los Angeles, on three weeks tour visiting Eastern agencies.

ANN M. WRIGHT of DuMont TV Network spot sales staff, and Dr. Alfred G. Cerchione have announced their marriage.

KRMG Tulsa, Okla., scheduled to take the air near Christmas as ABC affiliate, names **John Blair & Co.**, Chicago, as its national representative.

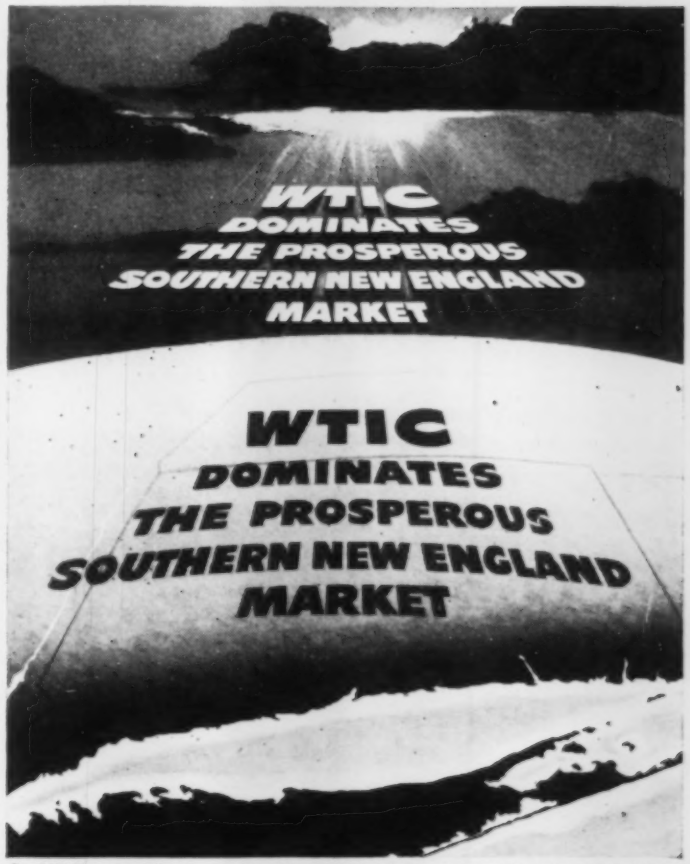
GEORGE E. LEDELL Jr., account executive of KFI-TV Los Angeles, is the father of a girl, Patricia Ann.

Jewelry Booklet

THE WATCHMAKERS of Switzerland, in conjunction with the Jewelry Industry Council sponsored "Watch Parade," are offering a merchandising booklet to retailers which contains suggested radio spots, local publicity releases, and copy for direct mail in addition to a five-piece window display. Foote, Cone & Belding-International Corp., is handling the account.

CONSOLE incorporating AM and FM announced by Motorola Inc., Chicago. Console, Model 79K21 sells for $99.95.

ACME
IN SOUND REPRODUCTION
★
THE NEW LANG-WORTH TRANSCRIPTION
★
LANG-WORTH
FEATURE PROGRAMS, Inc.
113 WEST 57th STREET, NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost



Paul W. Morency, Vice-Pres.—Gen. Mgr. • Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.
WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

The last WORD ...for results in SPARTANBURG
MORE FOR YOUR DOLLAR WITH WORD in Spartanburg
•
See TAYLOR-BORROFF
WDYX—FM 12,000 WATTS DUPLICATION
—WORD— OF SPARTANBURG
ABC SERVING THE HEART OF THE PIEDMONT CAROLINAS

ALTMAN VS. FREY

Asks $10,000 From KBLF

SUIT claiming $10,000 damages has been filed in Red Bluff, Calif., against Dr. R. G. Frey, president of KBLF in Red Bluff, by Harold N. Altman, formerly general manager, alleging the latter was wrongfully discharged as manager and that he was primarily responsible for the station's licensing by the FCC. Mr. Altman, released from KBLF last July, bases all his charges on an alleged verbal contract made in August 1948.

The suit maintains Dr. Frey hired Mr. Altman as manager at a minimum salary of $110 and that as a consideration of the latter moving from Alameda to Red Bluff and his rendering assistance in obtaining the FCC license, the station president promised Mr. Altman "steady and permanent employment." Mr. Altman's attorneys are Stanley Pugh and William Stoffers.

'Let George Do It'

THE PROGRAM, *Let George Do It*, is on Don Lee-MBS network. In the San Francisco section of the Fall business roundup in BROADCASTING, Sept. 5, the program was listed on NBC.

PICNIC for Connecticut political leaders held at home of Edward N. Allen was aired by WDRC Hartford, Conn.

Promotion

YELLOW card mailpiece of WPEN Philadelphia depicts cactus country and reads: "Greetings, Senor and Senora (and Senorita, too, eh?): Hola! We are coming to Station WPEN . . . me, the Cisco Kid, and Pancho. You have heard of us, si? I do not like to brag, but everybody know that the Cisco Kid ride faster, shoot straighter and sing sweeter love songs than any caballero in the whole Southwest. . . . And Pancho! . . . he is some hombre, that one. All the time hungry, but a heart so big like his appetite. . . . For thrilling, adventuresome listening, tune in on us. . . . The Cisco Kid and Pancho . . . over Station WPEN every Tuesday, Thursday and Saturday at 7:30 p.m. Hasta la vista, amigos! The Cisco Kid." Series is Frederick W. Ziv package.

Italian Pilgrimage

THREE-FOLD bulletin announcing itineraries and rates of various Holy Year tours sponsored by WOV New York has been designed and distributed by Fugazy Travel Bureau, New York. Diana Baldi, of station's Italian language staff, will accompany tourists. Pictures of highpoints of tour are included.

Big Promotion

OVERSIZED booklet has been sent to TV dealers by Alliance Mfg. Co., Alliance, Ohio, for its Tenna-Rotor TV antenna. Booklet is illustrated with pictures and map showing locations of television stations in U. S. Last page of booklet has pocket with letter explaining company's use of TV to sell television equipment; format of newspaper ads which may be used by dealers; bulletin with additional information about Tenna-Rotor, and over-sized letter from TV dealer commending company for its Tenna-Rotor. Additional copy of map also is included.

Happy Station

POSTERS printed in three colors and illustrated with "laughing microphone" symbol of WNEW New York are currently being displayed on bus and cab cards. Poster proclaims that no "sob stories or murders" are heard on "Your favorite station for music and news, WNEW."

Special Invitation

NOVELTY promotion for *Inside U. S. A. With Chevrolet* over CBS-TV network was formal invitation from producer, Arthur Schwartz. Card invited listeners to tune into show and enclosed with it was playbill for CBS Studio 52, scene of variety show.

Cultural Booklet

BOOKLET on Wednesday evening cultural programs for winter season has been issued by Canadian Broadcasting Corp. Profusely illustrated with photographs of artists and composers, booklet describes five operas to be produced during season, various classical and modern musical programs to be performed, and specially written Canadian musical comedy to be performed early in 1950. Concluding with quotations from awards won by earlier Wednesday evening cultural programs.

Personnel

ARTHUR MILLER appointed New York public relations counsel for WTAG Worcester, Mass. His primary duty will be servicing of news of WTAG to radio and advertising press. **WILLIAM CULLENWARD**, formerly with San Francisco *Call-Bulletin* and San Francisco bureau of *Chicago Sun*, named manager of press information for KCBS San Francisco. He replaces **LYNN FRENCH**, resigned. **SHIRLEY SMITH**, formerly on press information staff of KCBS, promoted to position of promotion writer for station.

JOE SAGE, photo editor in CBS press information department, is the father of a boy.

ROBERT MacPHERSON, formerly of broadcast regulations division of Canadian Broadcasting Corp., Toronto, transferred to CBC press and information service in charge of pictorial publicity and distribution.

ALLAN KALMUS, TV manager of NBC press department, is the father of a boy.

WELL-ROUNDED promotion campaign was staged by WTTT Coral Gables, Fla., to plug airing of U. of Miami and Miami High School football games. These bathing beauties walked about Miami's main street for several days, drawing crowds that brought out police reserves. Top photo shows front view with signs reading "What are we doing?" Bottom photo gives answer: "We are listening to WTTT—1490 on your radio dial, broadcasting football from Orange Bowl."

Now you can afford

BIG NAMES

on your commercials

For the first time in radio history, big name announcers and entertainers are within the budget reach of your local advertiser.

Now you may have transcribed announcements, voiced by the nation's top talent, written and produced *especially for your advertiser*...at a cost comparable to locally produced spots. How do we do it?...Write, wire or phone for complete information.

Celebrity Commercials by

Keith Kerby Ltd.

111 SUTTER ST • SAN FRANCISCO • CALIFORNIA • YUKON 2-5532

covering the nation's 25th market...

WBBW

Youngstown's ONLY Independent

serving Ohio's 3rd market...

REPRESENTED BY FORJOE

National Nielsen-Ratings Top Programs

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)

AUGUST 21-27
NIELSEN-RATING†

Current Rank	Previous Rank	Program	— Current Ratings — Homes (000)	Homes %	Points Change
EVENING, ONCE-A-WEEK (Average for All Programs)			2,278	5.8	+0.7
1	3	Mr. Keen	4,832	12.3	+3.2
2	2	Mr. District Attorney	4,596	11.7	+1.8
3	5	Crime Photographer	4,478	11.4	+2.5
4	6	Our Miss Brooks	4,399	11.2	+2.3
5	1	This is Your FBI	4,399	11.2	+0.9
6	9	The Fat Man	4,321	11.0	+2.4
7	10	Big Story	4,007	10.2	+2.0
8	15	First Nighter	3,850	9.8	+2.3
9	11	Mystery Theatre	3,771	9.6	+1.8
10	4	Adventures of Sam Spade	3,732	9.5	+0.6
11	19	Mr. & Mrs. North	3,692	9.4	+2.2
12	8	Corliss Archer	3,692	9.4	+0.7
13	12	Inner Sanctum	3,653	9.3	+1.5
14	14	Henry Morgan Show	3,339	8.5	+0.8
15		Day in the Life of Dennis Day	3,260	8.3	
16	18	Curtain Time	3,260	8.3	+0.8
17	28	Mr. Chameleon	3,260	8.3	+2.1
18	16	Your Hit Parade	3,221	8.2	+0.7
19	26	Stop the Music (4th qtr.)	3,142	8.0	+1.8
20	23	Stop the Music (3rd qtr.)	3,025	7.7	+1.3
EVENING, MUTLI-WEEKLY (Average for All Programs)			1,336	3.4	+0.3
1	1	Lone Ranger	2,671	6.8	+0.2
2	2	Counter-Spy	2,435	6.2	—0.2
3		Beulah	1,964	5.0	
WEEKDAY (Average for All Programs)			1,846	4.7	0.0
1	1	Arthur Godfrey (Ligg. & Myers)	2,907	7.4	—0.2
2	4	My True Story (Sterling)	2,828	7.2	+0.3
3	2	Right to Happiness	2,710	6.9	—0.3
4	16	Wendy Warren	2,671	6.8	+0.6
5	5	My True Story (Libby)	2,671	6.8	—0.1
6	3	Pepper Young's Family	2,632	6.7	—0.4
7	12	Arthur Godfrey (Nabisco)	2,593	6.6	+0.3
8	7	Backstage Wife	2,553	6.5	—0.3
9	9	Aunt Jenny	2,553	6.5	—0.1
10	8	Ma Perkins (CBS)	2,475	6.3	—0.4
11	6	Our Gal, Sunday	2,475	6.3	—0.5
12	17	Guiding Light	2,396	6.1	0.0
13	10	Stella Dallas	2,396	6.1	—0.4
14	21	Rosemary	2,357	6.0	+0.4
15	13	Perry Mason	2,357	6.0	—0.3
DAY, SATURDAY (Average for All Programs)			2,121	5.4	0.0
1	2	Grand Central Station	3,575	9.1	+0.3
2	3	Armstrong Theatre	3,417	8.7	+0.1
3	1	Stars over Hollywood	3,378	8.6	—0.8
DAY, SUNDAY (Average for All Programs)			1,139	2.9	+0.3
1	1	Martin Kane, Private Eye	2,750	7.0	+0.2
2	2	House of Mystery	2,710	6.9	+0.5
3	4	Mr. Fixit	1,375	3.5	+0.4

Copyright 1949, A. C. Nielsen Co.

NOTE: Number of homes is obtained by applying "NEILSEN-RATING" (%) to 39,281,000—the 1949 estimate of Total United States Radio Homes.
(†) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

ROBERTS ELECTED

Heads Chicago Ad Club

HARLOW P. ROBERTS, vice president and former radio director of Goodkind, Joice & Morgan, has been elected president of the Chicago Federated Advertising Club for a one-year term.

Other officers include three vice presidents—John V. Sandberg, vice president, Pepsodent Div., Lever Bros.; Mabel Obenchain, Midwest manager, Famous Features Syndicate, and Gordon E. Taylor, vice president, Reincke, Mayer & Finn. Harry Kovats, vice president, Runkle-Thompson-Kovats, is secretary, and G. W. Cunningham, general mail order sales and advertising manager of Sears, Roebuck & Co., was re-elected treasurer.

BW&S To Build

BRISACHER, WHEELER & STAFF advertising agency has completed plans to construct its own office building in San Francisco. Construction of the new building, cost of which is estimated at $250,000 to $300,000, will begin in a few weeks. It will be a modern, one-story-and-mezzanine structure located on Bush St., between Franklin and Gough St. on the edge of downtown San Francisco. The new building will give the agency a total of 13,000 feet of floor space, about 50% more space than it now occupies in its offices in the Crocker and de Young buildings.

T. DORSEY DISCS

Starts at Standard in Dec.

FIRST recording session for Tommy Dorsey under his new long term transcription contract with Standard Radio will take place in New York in December, it was learned in Hollywood last week.

If that recording session is held, as planned, the platters containing 10 tunes per side should be in hands of subscribing stations approximately four weeks thereafter, according to the company. In addition, the firm announced it has enlarged its custom-built library shows to six and one half hours weekly, with addition of *Chapel In The Sky*, religious musical half-hour.

Michigan FM Network

THE MICHIGAN FM Network has expanded this fall to carry U. of Michigan football games throughout the state. Edward F. Baughn, general manager of WPAG AM-FM Ann Arbor, the key station, says the network includes nine AM and five FM outlets in nine cities. They are: WPAG AM-FM; WUOM-FM Ann Arbor (Michigan U. station); WTTH AM-FM Port Huron; WKNX Saginaw; WBCK Battle Creek; WKZO Kalamazoo; WHFB AM-FM Benton Harbor; WJEF Grand Rapids; WTVB Coldwater, and WABJ AM-FM Adrian.

A super Hooper station in a super dooper market

WGBI SCRANTON Wilkes-Barre

...nationally represented for 13 years by

JOHN BLAIR & COMPANY

Offices in Chicago • New York • Detroit
St. Louis • Los Angeles • San Francisco

National Advertisers

When Shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS . . . Ask

JOS. WEED & CO.
350 Madison Ave., New York

They also know about our new 5000-WATT TRANSMITTER

HALIFAX NOVA SCOTIA

CHNS

HALIFAX NOVA SCOTIA

We are now

50,000 WATTS

Middle of the Dial, 800 kc.

THE DETROIT AREA'S better-than-ever Best Buy

Coverage of a 17,000,000 population area in 5 states

CKLW

Guardian Bldg., Detroit 26

National Rep., Adam J. Young, Jr., Inc.

LEVER TO N. Y.

Moving Nearer Ad Center

LEVER Bros., an $8 million annual radio and television advertiser, will move its headquarters on Dec. 1 from Cambridge, Mass., to New York City, where eventually it will erect a new 20-story building located on the west side of Park Ave. between 53d and 54th Sts. at a cost of $6 million, Charles Luckman, president, announced Wednesday.

Moving along with the parent company, are the executive and the general offices of the company's three subsidiaries: The Pepsodent Co., the John F. Jelke Co., and Harriet Hubbard Ayer Inc.

In explaining the move Mr. Luckman said: "We will, for example, be adjacent to the primary sources of radio, television and advertising, all of which play a vital role in our continued growth and progress. This will enable us to meet the challenge and opportunity of highly competitive industry and of an expanding economy."

Lever Bros.' seven agencies are located in New York. They are Federal Adv. Agency, Ruthrauff & Ryan, J. Walter Thompson Co., SSC&B, BBDO, N. W. Ayer & Son, and Foote, Cone & Belding. The firm's two other agencies, located in Chicago, are Needham, Louis & Brorby and Tatham & Laird.

FACULTY members of Teacher's College of Connecticut, New Britain, will discuss problems connected with their classroom work on series over WDRC Hartford, beginning Oct. 23.

Allied Arts

MILTON S. WOLKEN appointed regional sales manager and director of sales promotion for Consumers Aid Inc., in-store broadcasters in Chicago and Midwest. He formerly was with Radio Market Advertising Co. and WWXL Peoria, Ill.; KSTT Davenport, Iowa, and WMOR Chicago.

HALLACK McCORD, advertising and research man, announces organization of **McCord Research Bureau** to conduct sampling research in fields of marketing, advertising, journalism, radio and public opinion. Firm's temporary address is 1049 Pearl St., Denver.

W. O. CRAMPTON, staff member of RCA public relations department at RCA Exhibition Hall, New York, appointed publicity manager of hall. He formerly worked in radio, music, photography and publicity in Toronto.

TOWNLEY A. ELLINGTON, formerly member of general advertising department of *Detroit News*, joins sales contact staff of Jim Handy Organization, Detroit.

HENRIETTE K. HARRISON, national radio director of National Council, YMCA appointed radio director for Visiting Nurse Service Campaign, to begin Oct. 18.

JOHN J. ANTHONY contracts with **Charles Michelson Inc.**, New York radio transcriptions firm, for five-a-week across the board quarter-hour transcribed series entitled *Your Problem, Please.*

TRANSIT RADIO Inc., Cincinnati, releases handbook covering important operating phases of Transit Radio for FM station operators. Book covers market analysis, rate structures, transit contractual relations, financing of equipment, time sales and programming. Material was furnished by affiliates of Transit Radio Inc.

CINEMART Inc., New York recording firm, announces that facilities and studios of WMCA New York will be used by firm to make more complete service available to clients.

PAX Productions, San Francisco radio and TV packaging firm, moves to new quarters in Shreve Bldg., 210 Post St. Telephone remains Sutter 1-5022.

CARDINAL Co., Hollywood, announces new plan whereby stations may purchase all its current transcribed shows for flat weekly fee, based on each station's national one-time quarter-hour rate. Included in package at present time are five syndicated programs—half-hour weekly *Anderson Family;* quarter-hour Art Baker *The Notebook;* half-hour *Adventures by Morse;* quarter-hour *Sleepy Joe;* and five minute daily *Storyteller.*

DON GIESY & Co., New York publicity and public relations firm, moves to new offices at 62 West 46 St. Phone: JUdson 6-4958.

Equipment

BOB RICHARDSON, managing director of Richardson-Hubbell Television Networks Ltd., London, appointed vice president in charge of European operations of Hubbell Television Inc., New York.

EMERSON RADIO & PHONOGRAPH Corp. has started manufacturing plant at Montreal and first Canadian-made Emerson radio and television sets are to be ready for marketing in Canada early this month. Canadian Fairbanks-Morse Ltd. franchised as exclusive Canadian distributor.

SECOND prize in fifth bi-monthly Radio Ideas Contest sponsored by National Research Bureau Inc., Chicago, went to *Shopping With Polly* show on WLAW Lawrence, Mass.

'Forum' Starts Oct. 30

OLDEST broadcast discussion program, *American Forum of the Air*, with Theodore Granik as moderator, will become a regular weekly simulcast feature of NBC starting Sunday, Oct. 30, 4:30-5:00 p.m. [BROADCASTING, Sept. 26]. Presented on both radio and TV networks, the program will originate in the Wardman Park Hotel in Washington with an audience of several hundred persons permitted to ask questions of speakers, NBC announced last week. In 21 years on the air, the program has presented as speakers 90% of all Senators, Representatives and Cabinet members, as well as two men who became President, NBC said. Program, telecast by NBC during the past summer as *American Television Forum*, reportedly has been optioned by the Assn. of Eastern Railroads, through Kenyon & Eckhardt, New York [CLOSED CIRCUIT, Oct. 3].

Court Helper

INITIATIVE by WSON Henderson, Ky., not only has served the public interest but also has helped carry out justice in a local court. Hecht S. Lackey, manager of WSON, requested permission of the court to broadcast trial proceedings in the contesting of an August primary election of city commissioners. Request at first was denied on grounds of invading the rights of witnesses. Permission, however, was granted to place a microphone behind witnesses to record testimony for subsequent broadcast. It finally developed that a court reporter could not be obtained during proceedings and the court and attorneys in the case requested WSON to make recordings of the entire trial. Later, the Judge in company of the attorneys visited the station in order to hear the testimony for purposes of review and, of course, WSON gained permission to make its broadcasts.

CKEY Toronto sent discs of its coverage of *S. S. Noronic* fire to all Toronto advertising agencies.

Sensational!
COLUMBIA
MICROGROOVE
TRANSCRIPTIONS

TO COLUMBIA TRANSCRIPTIONS, N. Y. 10/5/49
WLW, CINCINNATI -- " ... A DISTINCT TECHNICAL ADVANCE ..." KWTO, SPRINGFIELD -- " ALL COMMENTS FROM THE ENGINEERS... ARE OF A COMMENDATORY NATURE. " CJOR, VANCOUVER -- " QUALITY OF THE TRANSCRIPTIONS IS EXCELLENT. BANDING ... OF IMMENSE VALUE. " WHLN, HARLAN -- " EASILY HANDLED AND HAVE EXCELLENT QUALITY WITH A MINIMUM OF SURFACE NOISE. "

For details phone, wire or write:
COLUMBIA TRANSCRIPTIONS
A Division of Columbia Records, Inc.
Trade-Marks "Columbia" and Reg. U. S. Pat. Off. Marcas Registradas
LOS ANGELES NEW YORK CHICAGO

WOULD BUY AT THE RIGHT PRICE
IN PHILADELPHIA
FM BROADCASTING STATION
IF YOU WANT TO MAKE A QUICK DEAL
GIVE DETAILS, INCLUDING PRICE
WRITE OR WIRE
BOX 757c, BROADCASTING

FORMER All-Americans Cy Casper (l) and Bob Fenimore, who played for TCU and Oklahoma A & M respectively, team up behind KTOK Oklahoma City's microphone to describe Aggie games each Saturday. Bowing together as sportscasters when A & M played TCU, no conflict ensued while the game ended in a tie. Mr. Fenimore, in his first year in radio, formerly played for the Chicago Bears, and his co-caster formerly played with the Green Bay Packers among others. KTOK originates and feeds all A & M games to the Oklahoma Aggie Network.

WALTER ELECTED

Heads Wisconsin Network

JOHN M. WALTER, general manager of WJPG Green Bay, Wis., was elected president of the Wisconsin Network at a special stockholders meeting held Sept. 27 at Fond du Lac. He succeeds the late William F. Huffman of WFHR Wisconsin Rapids.

George T. Frechette, general manager of WFHR Wisconsin Rapids, was named managing director and secretary-treasurer of the network and Earl Huth of WHBY Appleton, was named vice president, succeeding Mr. Walter. Network offices are maintained at Wisconsin Rapids. The nine full time affiliates are WFHR Wisconsin Rapids, WHBY Appleton, WRJN Racine, WHBL Sheboygan, WCLO Janesville, WGEZ Beloit, WIBU Poynette, KFIZ Fond du Lac, and WJPG Green Bay.

COMPLETE U. of Detroit 1949 football schedule is being aired by WJBK Detroit for fourth consecutive year.

HARMONY IN SEATTLE

Engineers Form Vashon Island Radio Club

THE RIVALRY which characterizes programming and commercial operations of Seattle's stations does not extend to their transmitter engineers.

Four leading Seattle stations—KIRO KOMO KVI KING—have transmitters on Vashon Island, in Puget Sound, and the some 20 employes of the stations, plus their wives, have formed a friendly though informal organization which fosters camaraderie among the theoretically competitive engineers.

The Vashon Island Radio Club—a convenient handle, since the group has not gotten around to finding an official name in the two years of its existence—started with occasional dinner meetings in various homes. Popularity of the gatherings and rapid increases in membership have since resulted in a regular schedule of bi-monthly dinners and social get-togethers, now held in a hall rented for the occasion.

Whenever possible, studio engineers from Seattle and Tacoma are invited to join the islanders for the evening. Talent from the group itself often provides entertainment after the dinner hour—a skit at a recent meeting made such a hit that it established its cast as top billing at several subsequent Vashon Island affairs.

Social Activities

Summer activities this year were highlighted by an old-fashioned barn dance at the KOMO transmitter, and a family picnic attended by some 70 people at Dockton State Park, not far from the KING and KIRO transmitters. The first event this fall was a "School Daze" dinner Sept. 28 at Madrona Lodge.

Present Officers are Dallas Jensen, KIRO engineer, president; Marc Miller, wife of Cliff Miller, KOMO chief engineer, vice president; Alice Jordan, wife of Andy Jordan, KING engineer, secretary-treasurer.

In times of emergency, as when a station is forced off the air, personnel at any or all of the other transmitters pitch in with help or equipment. For example, when lightning struck the KVI transmitter last May, men from all the other stations worked shoulder to shoulder with the KVI staff to help locate the trouble, and furnished equipment to make speedy repairs. The wives got together too, and had coffee and cake ready for the men at the end of the four-hour job.

Garland (Mrs. Lawrence) Norin, wife of a KIRO engineer, summarized the values of the club as follows:

"Although primarily social, the group takes an active part in civic affairs of the island too, and assists with local benefits and charity drives. A team to compete in local sports events is also contemplated. Members are unanimously agreed that these radio roundups of the past two years have done much to create a spirit of cooperation and unity within the profession, and a feeling of fellowship that might not otherwise have existed."

RADIO CONSOLE, with AM and FM for $99.95, has been released by Motorola, Chicago. Model 79K21 has 10-inch dynamic speaker, six-tube circuit and long-life selenium rectifier. Record player may be attached.

CBC FUNDS

Tabled in Parliament

NEW FUNDS for Canadian Broadcasting Corp. were tabled in Parliament at Ottawa on Sept. 28, and include $4,500,000 loan for two television stations and studios to be built at Montreal and Toronto by CBC, and $200,000 for receiving license fees and other expenses in CBC taking over Newfoundland Broadcasting Corp. this April 1. CBC now operates all but three privately-owned stations in Newfoundland.

Insofar as TV is concerned, the estimates, which still have to be approved, will cover equipment of American manufacture or design, but to be made or assembled mainly in Canada, for the two CBC TV stations. Original loan announced last spring was for $4 million, but increases in equipment costs in the United States have added $500,000 to the loan to be made to the CBC. The CBC estimates it will be 12 to 18 months from time loan is granted to first operation on Canadian TV stations. Sites at Montreal and Toronto have been picked, and equipment has been ordered.

SECOND series of new RCA Victor Bluebird releases feature Ralph Flanagan, Ella Logan, Cab Calloway, the Main Street String Band and Jesse Rogers.

SUPERIORITY COMPLEX

My husband, advertising manager of the Ding-Bat Company, used to be a nice fellow with just enough of an inferiority complex to make him easy to live with. Since he picked KXOK, sales have gone up so fast my husband thinks he's the smartest advertising manager in town. Now he has a superiority complex and he's positively obnoxious.

Unhappy Wife

Dear Unhappy Wife:

Maybe KXOK should have the superiority complex instead of your husband. During March, 1949, KXOK was within share of audience striking distance of first place in St. Louis. Briefly, this means KXOK delivers more Hooper audience per dollar than any other St. Louis network station. No wonder Ding-Bat products are going to town. When your husband checks KXOK's low-cost-per-Hooper point, KXOK's wide coverage, and KXOK's low-in-St. Louis rates, he'll be even cockier!

KXOK, St. Louis

630 on the dial

Basic ABC | 5,000 Watts | A "John Blair" station

KGW

KGW-FM

PORTLAND, OREGON

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

ACTIONS OF THE FCC

SEPTEMBER 30 to OCTOBER 7

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
STA-special temporary authorization | **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

September 30 Decisions . . .

BY COMMISSION EN BANC

Petition Granted

Allen B. DuMont Labs Inc.—Granted petition filed Sept. 27 insofar as it requests that (1) full opportunity be afforded petitioner, and any other interested party, to demonstrate black-and-white television at comparative monochrome and color TV demonstrations to be held in November in connection with current television proceedings; (2) said demonstration include provision for demonstration of color and black-and-white TV over intercity transmitting facilities under like conditions; and (3) schedule and content of demonstrations of CBS' color TV system and RCA's color TV system scheduled Oct. 6, 7, and 10, be submitted to Commission by those companies and made public by Commission in advance of said demonstrations. DuMont petition was denied in all other respects.

September 30 Applications . . .

ACCEPTED FOR FILING

License for CP

WGGH Marion, Ill.—License to cover CP new AM station.
WKRS Waukegan, Ill.—Same.
KGAR Garden City, Kan.—Same.

Modification of CP

WSFL-FM Springfield, Mass.—Mod. CP new FM station for extension of completion date.

TENDERED FOR FILING

SSA—1280 kc

WMRO Aurora, Ill.—SSA for operation after sunset to 10 p.m. with 100 w on assigned 1280 kc for period not to exceed 6 mo.

October 3 Decisions . . .

BY COMMISSION EN BANC

Oral Argument Set

Radio Commission of Southern Baptist Convention and Executive Board of Baptist General Convention of Texas—Ordered oral argument Nov. 4 on joint petition filed Feb. 23 requesting Commission either: (1) to amend its rules and regulations governing low-power noncommercial educational FM stations to make religious organizations expressly eligible as licensees of such stations; or (2) to promulgate new rules and regulations establishing separate category of low-power noncommercial religious broadcast stations to operate on 88-92 mc FM band presently allocated exclusively to low-power noncommercial FM stations; or (3) to promulgate new rules and regulations allocating group of frequencies elsewhere in FM band for system of low-power noncommercial religious stations analagous to class of low-power noncommercial FM educational stations. There are two issues: (1) "whether the Commission may, consistently with the provisions of the First Amendment of the Constitution of the United States, establish a specific category of religious broadcast stations"; and (2) "to determine whether, in the light of the showing made in the petition, the public interest, convenience and necessity would be served by the issuance of proposed rules as requested in the petition." Interested parties may file appearance or briefs on or before Oct. 21.

KXXL Reno, Nev.—Granted extension of authority to remain silent pending rebuilding after fire pending final action in proceeding in re application for renewal of license.

WHAS-TV Louisville, Ky.—Granted extension of completion date to April 1, 1950, for TV station (Comr. Jones dissented).

STA Denied

Comerford - Publix Theatre Corp., Scranton, Pa.—Denied STA to pick up World Series television broadcasts from station operated by Scranton Times, Scranton, Pa., and relay broadcasts to Comerford's Westside Theatre, Scranton, commencing Oct. 5. (Comr. Sterling voting to grant).

STA Extended

Paramount Television Productions Inc.—Granted extension of outstanding STA, covering exp. TV relay KA-2027 KA-2213 KA-2215 in area of New York to Jan. 3, 1950; cond.

Twentieth Century-Fox Film Corp.—Granted extension to Jan. 3, 1950, of outstanding STA covering exp. TV relay station KA-2461 in area of New York; cond.

ACTIONS ON MOTIONS

By Comr. Webster

Pomona Bcstrs. Pomona, Calif.—Granted petition to dismiss without prejudice application.

Charles Wilbur Lamar Jr., Morgan City, La.—Granted petition to dismiss without prejudice his application subject to right of reinstatement pursuant to Sec. 1.365(c) of rules.

FCC General Counsel—Granted petition to dismiss without prejudice applications of Washtenaw Bcstg. Co. Inc., Ann Arbor, Mich.; T-C Bcstg. Co., Lansing; Motor State Bcstg. Co., Ypsilanti, and Suburban Bcstrs., Jackson, Mich.; all filed contingent upon WJIM vacating its frequency.

WMFJ Daytona Beach, Fla.—Granted petition to dismiss without prejudice his application and petition for dismissal without prejudice and waiver of Rule 1.333 filed on Aug. 26 is dismissed.

Long Beach Bcstrs., Long Beach, Calif.—Dismissed petition requesting 60-day continuance of consolidated hearing.

United Nations Bcstg. Corp., San Fernando, Calif.—Denied petition requesting dismissal without prejudice of application without prejudice to petitioner's filing, within 45 days from date hereof, petition requesting dismissal of its application with prejudice. Further ordered that hearings in this proceeding be continued to Jan. 12, 1950, at Los Angeles.

Selma-Smithfield Bcstg. Co., Smithfield, N. C.—Granted petition insofar as it seeks leave to amend application to increase power from 250 w to 1 kw; specify new trans. and increase costs of equipment, etc. Commission on own motion removed application from hearing docket. Insofar as petition requests reconsideration and grant of application, it is dismissed.

By Examiner Bond

FCC General Counsel—In memorandum opinion and order granted petition for continuance of hearing on application of Easley Broadcast Co., Easley, S. C., from Oct. 4 at Easley to Nov. 3 in Washington, D. C., for receiving evidence upon technical issues, and thence to such other times and places, if any, as may be ordered.

By Examiner Litvin

KRMD Shreveport, La.—Granted petition for leave to amend application to correct discrepancy in amendment to application filed and accepted by Commission Aug. 26.

KXXL Reno, Nev.—Granted petition to accept late written appearance in re applications for renewal of license and voluntary assignment.

By Examiner Cunningham

KTVU Portland, Ore.—Denied requests for continuance of hearing on application for extension of time within which to complete construction of TV station.

October 4 Applications . . .

ACCEPTED FOR FILING

AM—1550 kc

WSPC Anniston, Ala.—CP to change from 1 kw unl. DA on 1390 kc to 5 kw-D 1 kw-N DA AMENDED to request 1550 kc 10 kw unl. DA-N.

AM—680 kc

WIKY Evansville, Ind.—CP to change from 820 kc 250 w D to 680 kc 250 w unl. DA.

License for CP

KCNI Broken Bow, Neb.—License for CP new AM station.

SSA—1280 kc

WMRO Aurora, Ill.—Request for SSA to operate on 1280 kc with 100 w from sunset CST, to 10 p.m. CST for period not to exceed 6 mos.

SSA—1410 kc

WDOV Dover, Del.—Request for SSA to operate on 1410 kc with 1 kw from sunset EST to 10 p.m. EST for period beginning Oct. 1.

License Renewal

WNNT Warsaw, Va.—Request for license renewal AM station.

Modification of CP

Mod. CP new FM station for extension of completion date: WJLB-FM Detroit; KCMO-FM Kansas City, Mo.; WRMV Richmond, Va.; WISC-FM Madison, Wis.

KMJ-FM Fresno—Mod. CP new FM station to change ERP to 7.8 kw, ant. to 633 ft.

Request for renewal of license FM station: WHVA Poughkeepsie, N. Y.; WPLH-FM Huntington, W. Va.; WSAV-FM Savannah, Ga.; WKJG-FM Fort Wayne, Ind.; WDBQ Dubuque, Iowa; KYSM-FM Mankato, Minn.; WSOC-FM Charlotte, N. C.; WRAL-FM Raleigh, N. C.; WRAK-FM Williamsport, Pa.; KPRC-FM Houston, Tex.; KTEM-FM Temple, Tex.

License for CP

WSTP-FM Salisbury, N. C.—License for CP new FM station.

TENDERED FOR FILING

SSA—1570 kc

WLIO E. Liverpool, Ohio—Request for SSA to operate on 1570 kc with 1[illegible] w nighttime for period of 12 mos.

AM—1600 kc

KBOR Brownsville, Tex.—CP [illegible] change from 1600 kc 1 kw D to 1600 k[illegible] 1 kw unl. DA-DN.

APPLICATION RETURNED

KCNY San Marcos, Tex.—RETURNED Sept. 19, incomplete request for transfer of control of Central Bcstg. Co. thru sale of 30% voting stock from Charles L. Cain to Edward C. James.

(Continued on page 76)

SWEDEN HEP

Airs WWDC Be-Bop Record

THE BE-BOP craze apparently is not confined to America alone—it has reached such proportions in Sweden that the Swedish Broadcasting Authority sent a special representative to the U. S. to fetch a first-hand recording of real American be-bop.

The recording, now on Swedish stations, was made through the cooperation of John Massey, WWDC Washington disc jockey. Mr. Massey rounded up a group of amateur Negro musicians in Washington and arranged for two American experts on be-bop to attend the waxing session for an interview.

A translator from the Swedish embassy staff gave a running commentary, in Swedish, of Mr. Massey's announcing. Everything was translated into Swedish except the music—it needed no explaining to the "hep" Swedish youngsters who requested it, according to Gunthe Steele, Sweden's radio representative.

TWO-page letter to principals of high schools in Greater Boston area calling attention to children's programs on WCOP Boston distributed by station. Second page is intended to be posted on bulletin boards.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

Commercial Radio Monitoring Co.
successor of
COMMERCIAL RADIO EQUPT. CO.
Monitoring Division
PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night
PHONE LOGAN 8821
Porter Bldg. Kansas City, Mo.

CLARENCE R. JACOBS
Studio Consultants
Planning - Design - Acoustics
Box 69 - Princeton, Illinois - Tel. No. 4200

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Write or wire . . .
BROADCASTING

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y.19

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
*Member AFCCE**

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D.C. Santa Cruz, Cal.
*Member AFCCE**

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Labs: Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
*Member AFCCE**

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
*Member AFCCE**

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
*Member AFCCE**

GAUTNEY, RAY & PRICE
(successors to John Barron)
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

RAYMOND M. WILMOTTE
1469 CHURCH ST., N. W. DE. 1232
WASHINGTON 5, D. C.

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
*Member AFCCE**

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
*Member AFCCE**

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
*Member AFCCE**

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St. TRiangle 4400
CHICAGO 19, ILLINOIS

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
REpublic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave. MI. 4151
DALLAS, TEXAS
1728 Wood St. Riverside 3611
*Member AFCCE**

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
*Member AFCCE**

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
*Member AFCCE**

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7932
WASHINGTON, D. C.
*Member AFCCE**

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
*Member AFCCE**

H. V. ANDERSON
AND ASSOCIATES
Consulting Radio Engineers
134 Clarence St., Phone 7-277
Lake Charles, La.

William E. Benns, Jr.
& ASSOCIATES
3738 Kanawha St., N. W.
ORdway 8071
Washington, D. C.

Philip Merryman & Associates
• Heatherdell Road
• ARDSLEY, N. Y.
• Dobbs Ferry 3-2373
RADIO CONSULTANTS

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

A. R. Bitter
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

SILLIMAN & BARCLAY
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
EXecutive 5851 1833 M STREET, N. W.
EXecutive 1230 WASHINGTON 6, D. C.

LEE E. BAKER
Consulting Radio Engineer
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Executive offices: 40 East Ave.
Laboratory: 114 Northgate Rd.
Riverside, Ill. — Riverside 6652
(A Chicago suburb)

Ben Adler
TELEVISION FACILITIES ENGINEERS
15 Gedney Circle, White Plains, N. Y.
White Plains 8-3796
Shop and laboratory—720 Milton Rd.
Rye 7-1413 Rye, N. Y.

ROYAL V. HOWARD
1600 16th St., N. W., Wash., D. C.
NOrth 6600
Windsor Hotel
Montreal, Que.

*Member AFCCE**

Production

GENE PARKER, formerly program director of WCOU-AM-FM Lewiston, Me., appointed staff announcer for WWCO Waterbury, Conn.

CHARLES S. HERMAN, former copywriter with Newark, N. J. advertising agency, joins WMTR Morristown, N. J., as continuity writer.

BOB PERRY, formerly of WORL Boston, joins WLAW Lawrence, Mass., as m.c. of *Melody Merry-Go-Round* show.

JO RICHEY, formerly of KECA Hollywood continuity acceptance department, transfers to KECA-TV to do literary rights and assist in clearance of scripts.

JEAN LEWIS, formerly secretary to publishers of *Western Family* magazine, joins ABC *Breakfast in Hollywood* as assistant to RALPH HUNTER, show producer.

ROBERT J. KERR appointed editor of food and drug clearance in CBC broadcast regulations division at Toronto. He formerly was with CBC news service before joining Royal Canadian Navy.

OWEN JAMES, formerly ABC Hollywood announcer, joins anouncing staff of KECA-TV Hollywood.

STAN FACEY becomes daytime Negro disc-jockey for WFPG-AM-FM Atlantic City, N. J.

KENNETH HIGGINS, for past few months executive producer of KFI-TV Los Angeles, named program director to replace RONALD C. OXFORD, who resigned after holding post for two years. Mr. Oxford, who went to KFI-TV from NBC, was executive producer and later program director. He plans to devote his time to development of programs for network and kinescope release. Mr. Higgins joined KFI-AM nine years ago as vacation relief announcer, advancing to producer-director, before transferring to KFI-TV.

FRANK PLATH joins WFJL (FM) Chicago as play-by-play sports announcer. He formerly was news director at WTTS-WTTZ Bloomington, Ind.; sports director for WCBC-WHBU Anderson, Ind., and program director for KTRC Santa Fe, N. M.

ROBERT L. (Mickey) FINN resigns as associated producer and writer of CBS Hollywood *Meet the Missus* show to assist producer HOWARD BLAKE in writing and production of Columbia Pacific Network *Carnation Family Party*. ROY GRANDEE replaces Mr. Finn on *Meet the Missus*.

LOUIS LENNON appointed assistant art director for WAAM (TV) Baltimore. ROBERT DEMETRICIAN becomes chief lay-out artist for station.

DEL ROY, former assistant to program director of WKYW Louisville, Ky., rejoins station after teaching for Southern Television Productions.

BALDWIN HARPER, program director of WKBN Youngstown, Ohio, resigns to accept position with CBS-TV New York.

JACK STEINHARDT, formerly with Art-Copy Adv., Newark, N. J., joins WASA Havre de Grace, Md., as program director.

JIM LOUNSBURY, formerly of WHAS Louisville, joins WIND Chicago as disc jockey succeeding JERRY SAXON, who resigned to freelance.

BILL FONTAINE, music conductor of CBS *Meet Corliss Archer*, is the father of a girl.

EVELYN SIBLEY LAMPMAN, educational director for KGW Portland, Ore., is author of book, *The Bounces of Cynthiann*, which has been selected for Junior Literary Guild.

ROBERT DALY, NBC Chicago TV cameraman, and Jean Holm have announced their marriage.

HY AVERBACK, announcer on NBC *Bob Hope Show*, is the father of a girl, Amy.

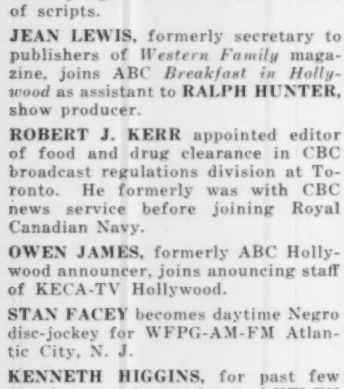
JAMES W. MANSFIELD, formerly with KVGB Great Bend, Kan., and WMRC-AM-FM Greenville, S. C., and now production director for Armed Forces Radio Service, Tokyo, Japan, has received commendation from U. S. Army for "excellence in producing various documentary programs." He also was presented with Far East Network's "Gold Mike" award.

GEORGE RAMSBY, staff musician and vocalist for WBBM Chicago, is the father of a girl, Heidi Lynn.

ERIC HARRIS, film editor at KLAC-TV Hollywood, is the father of a boy, David Alan.

The Texas Rangers

"AMERICA'S FINEST WESTERN ACT"!



The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. They are pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations — ask about our new sales plan!

Wire, write or phone

ARTHUR B. CHURCH *Productions*
KANSAS CITY 6, MISSOURI

PLANE CRASH

NBC Hollywood Tri... Recovering

THREE NBC Hollywood radio figures injured in the Los Angeles pla... crash, which brought death to Buddy Clark Oct. 1, were all recoveri... at week's end.

Most seriously injured was Jennings Pierce, NBC western divisi... director of station relations and public service, recovering from a basal fracture of the skull, lacerations and minor shock at St. Joseph's Hospital, Burbank.

Frank (Bud) Berend, western division sales manager, suffered minor shock and lacerations about the body, but was expected to be released from the hospital by the week-end.

Sam Hayes, NBC newscaster, was slightly injured in the crash but was released immediately following treatment for lacerations. Sally Hayes, his wife, is recovering from deep lacerations about the head and a fractured ankle.

The entire group was returning from the Stanford-Michigan football game at Palo Alto, earlier in the day of Oct. 1. Reported fuel failure led to the plane crashing on one of the main thoroughfares in Los Angeles, striking two power poles as it sought to make an emergency landing.

Mr. Clark, 38, who had been star of the Carnation Milk radio program, died of a multiple skull fracture approximately 90 minutes after the accident. The Oct. 2 show, which was to have marked the shift from NBC to CBS, was cancelled by the sponsor.

As soon as news of the crash was known, C. H. Cottington, radio director of Erwin, Wasey & Co. (Carnation Co.), reports that numerous calls were received from many of radio's top vocalists, all offering to sing without fee in honor of Mr. Clark on his CBS show. But Mr. Cottington said that it was decided to pay silent tribute to the star by omitting the first program of the series.

Accordingly the program was to resume Oct. 9 on CBS, with no immediate replacement for the late singer, according to Mr. Cottington.

Funeral services were held Oct. 4 with burial at Forest La... Cemetery. He is survived by h... wife, Nedra; daughter, Penny; a... two other children by a previ... marriage.

Mr. Pierce

Mr. Beren...

TEEN PROBLEMS

WISN Show Draws Civic Pra...

WISN Milwaukee has been co... mended by city officials, civic a... welfare leaders for two progra... on juvenile delinquency broadc... recently on its *Your Questi... Please* program.

Looking for basic reasons w... teen-agers get into trouble, the s... tion decided to put the question ... boys and girls who had been ... difficulties themselves. Through t... cooperation of state welfare auth... ities, panel discussions by te... agers at both the Wisconsin Sch... for Boys, at Waukesha, and t... Wisconsin School for Girls, at O... gon, were transcribed.

The programs, entirely un... hearsed, were moderated by Ge... trude Puelicher, who writes ab... teen-agers for a national ne... paper syndicate. She reported th... both the boys and girls were "m... than happy" to give advice ... parents and other teen-agers, bas... on their own experiences. Pressing ... of the transcriptions have be... made available to Parent-Teach... associations and other groups ... a public service of WISN.

CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas in TOPEKA

St. Louis TR Hits 766

NUMBER of St. Louis busses and streetcars completely equipped with Transit Radio has reached 766, according to C. L. (Chet) Thomas, president of Transit Radio Inc. and general manager of KXOK-FM St. Louis. Other information reveals total of 587 busses and 179 streetcars equipped with FM are equally distributed throughout the city's transit lines, covering all sections of St. Louis and St. Louis County.

WCAU SALES

To Close N. Y. Office Oct. 17

WCAU Philadelphia will close its New York radio sales office on Oct. 17 and from that date will be represented in Manhattan by Radio Sales, CBS station representative organization [CLOSED CIRCUIT, Oct. 3].

About a year ago, Radio Sales began representing WCAU in television in cities all over the country, also in radio with the exception of New York. This plan worked so well that WCAU considered its New York radio clients would get better service from Radio Sales and therefore decided to eliminate its New York office.

Decision will not leave WCAU's New York personnel on the unemployed list. Harold (Buzz) Davis, head of the New York office, will join Radio Sales as a radio representative contacting all stations. Anne Lawton will come back to Philadelphia to handle WCAU sales in the local territory.

It is probable that Miss Lawton will specialize on the TV side. Donald W. Thornburgh, WCAU president, recently split the sales staff of WCAU-AM & TV into separate units [BROADCASTING, Oct. 3]. Should this be the case there will then be six salesmen on TV and four on AM, with a service man on each side and Alex Rosenman in charge of both units.

CELEBRATING Tide Water Associated's annual kickoff luncheon at San Francisco's Ad Club, marking 23-years radio sponsorship of all Western State football games, are (l to r): Harold S. Deal, advertising and sales promotion manager of Tide Water Associated; Glen S. (Pop) Warner, former Stanford U. football coach; Carroll Hansen, CBS sportscaster; Thor Smith, president of the San Francisco Ad Club; Jack Shaw, Tide Water radio and TV sportscaster.

GRAND CENTRAL VOICE

Commercial Broadcasts In Gotham's Depot

COMMERCIAL broadcasts are the latest additions to the daily diet of travelers who pass through New York's Grand Central Terminal.

Using the terminal's public address system, sponsors of periodically-aired messages have taken over sound-waves formerly reserved for train and track information. Travelers, seeking the latter, must get it at information booths or station gates.

Profiting from this venture is the newly-formed Terminal Broadcasting Inc., with offices in room 1837 of the Grand Central Bldg. Commercials are sold at $350 weekly for the first 13 weeks. Sponsors receive 100 20-second spot announcements weekly, about 10 daily, some 50 minutes apart, on a rotating basis. The company reports that its 12-advertiser limit is sold out for the first 13 weeks.

Announcements aired after 2½ minute intervals, which are devoted to recorded music by Muzak and bulletins on news and the time are broadcast daily from 7 a.m. to midnight.

Among the first advertisers are Studebaker, Old Gold, Hamilton Watch, N. Y. *World-Telegram*, American Express, Schaefer Beer, National Carbon Co. for Prestone Anti-Freeze and for Ever-Ready Flashlight, Beechnut Gum, *American News* and *The Daily Mirror* and Luden's Cough Drops will start in November when Michael Todd for his broadway show, "As The Girls Go" drops out.

President of the company is F. Le Moyne Page, also president of Transportation Displays Inc., and vice president is Richard Blackwell, also BBDO vice president.

Gladys Hall Named

GLADYS L. HALL, secretary to A. D. Willard Jr. during his four years as NAB executive vice president, has been named secretary to Fred W. Albertson, partner in the Washington law firm of Dow, Lohnes & Albertson. Before joining NAB Miss Hall had been secretary to Harry Butcher, then CBS Washington vice president.

Woodruff Assoc. Plans

FRANK L. WOODRUFF, Assoc., New York, newly formed radio-television package firm, announced last week that it would hereafter be known as Woodruff Assoc. with offices at 1619 Broadway, New York. The firm also announced the appointment of Thomas A. Brownell, formerly with Shell Oil sales department and previously advertising manager of Cooper Cabinet Corp., as sales manager.

FIRST fall meeting of CBC board of governors will be held at Winnipeg, Oct. 17 and 18.

COOKE ADDS

Office and Key Personnel

APPOINTMENT of three new managers and the opening of new offices in Cleveland and Detroit were announced last week by Donald Cooke Inc., station representative.

The company has opened a Cleveland branch at 402 Swetland Bldg., with Howard McClenahan, formerly with Pan American Broadcasting Co., as manager.

Detroit office is at 1323 Penobscot Bldg. with Charles J. Sheppard, formerly of Lorenzen & Thompson, as manager.

In Chicago, the Cooke company has appointed Fred R. Jones, former manager of the Chicago office of Pan American Broadcasting Co., as manager. Mr. Jones succeeds Jerry Campbell, resigned.

Fred Symanski, former space salesman in Chicago, has joined the Cooke company's Chicago office. Coincidentally, it was announced that Cooke's Chicago office had been moved from 360 No. Michigan Ave. to 228 No. La Salle St.

Bond Appoints Cayton

BOND CLOTHES STORES, New York and coast to coast stores (men's and women's clothing), has appointed Cayton Inc., New York, to handle its television advertising. Effective Oct. 14, Bond Stores will sponsor *Bond Sports Show* on NBC-TV interconnected network.

Mr. Al Durante
J. Walter Thompson Co.
New York City

Dear Al:

Dropped in th' WCHS permotion office t'other day an' seen a buncha purty gals' pitchers on th' desk. I snooped 'round a leetle an' d'ya know what Al? Them pitchers was th' 15 year old gals what entered th' Lux Radio Theeater contest ter pick th' purtiest gal borned in 1934! Boy, waz some o' them gals purty, an' there waz a flock o' them, too! But what really impressed me waz th' fact thet some o' them pitchers come from a hunnerd mile away! Jest think o' thet! Folks livin' way off a hunnerd miles considers WCHS their radio station! Yessir, ole WCHS really reaches out an' drags in th' business whether it be sales fer fellers like you, or pitchers o' pretty gals!

Yrs.
Algy

WCHS
Charleston, W. Va.

UNDUPLICATED PROGRAMS
BUILD AUDIENCE

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Salesmen

Experienced commercial man for network station in large, fast-growing southwestern city. Ability to sell and maintain large accounts necessary. Splendid opportunity and permanency for right man. Box 674c, BROADCASTING.

Wanted — Salesman by progressive southwestern Mutual station. Commercial manager's job open. Salary plus commission. Box 763c, BROADCASTING.

Salesman for independent in large midwestern city. Must have proven sales record on independent station. Unlimited opportunity. Box 816c, BROADCASTING.

Salesman, single, preferably (because trips of 3 and 4 weeks duration) to contact radio stations over large area in southwest selling complete lines of supplies. Necessary to be familiar with station requirements, able to advise technically and be a salesman. Car is required. Company is well established. Satisfaction of accomplishment and earnings to the full extent of sales production. Box 817c, BROADCASTING.

Sales: Experienced commercial manager for 250 w network station, Iowa. Excellent opportunity for exceptional earnings, no ceiling. Send complete details, background, sales record, executive experience, references, photo, working arrangement desired. Confidential. Personal interview required. Write Box 829c, BROADCASTING.

Salesman. Real opportunity for aggressive hard working man in progressive market. Drawing account and commissions. State background, references. WGGA, Gainesville, Ga.

Announcers

Combination announcer-engineer for N. C. kilowatt. Accent on announcing. Tell all first letter. Send disc. Box 788c, BROADCASTING.

Wanted. Deep voiced, easy going "farmer's Arthur Godfrey" to disc jockey hillbilly participating record programs, natural ad-lib, occasional easy humor, ability to sell sponsor's products. Box 798c, BROADCASTING.

Opening for versatile announcer 1000 watt independent near Chicago. Personal interview required. Box 802c, BROADCASTING.

Announcer, veteran eligible for GI training. Must possess potentialities for developing into staff announcer. Mid-Atlantic. Box 823c, BROADCASTING.

Wanted for small progressive ABC affiliate, announcer to do steady staff job. Good opportunity for worker. Will consider inexperienced announcing school graduate but experience preferred. Send information and disc to Box 1792, Brownsville, Texas.

Announcer, strong on platters and news for CBS affiliate in eastern Pennsylvania metropolitan market. Good salary, pleasant working conditions. Send disc and letter to WHOL, Allentown, Pa.

Combination announcer-engineer. Strong on announcing, permanent, attractive offer. Send disc and information to WITZ, Jasper, Indiana.

Immediate opening. Engineer with announcing experience or potential. Pleasant working conditions, moderate climate. Write qualifications, salary requirements. WWGS, Tifton, Georgia.

Production-Programming, others

Wanted. Program director who is sales-minded, in a 600,000 population market. We go 5000 watts shortly. Midwest. Must be sober. Box 797c, BROADCASTING.

Help Wanted (Cont'd)

Radio director: Experienced male producer of educational programs wanted by eastern university. Producer over 30 years who can also announce and write shows desirable. State salary. Box 824c, BROADCASTING.

Program director and news editor combined, progressive small station in deep south. Community of 20,000 with application for 1 kw. Character and permanency as important as ability. Reasonable starting salary with advancement and earnings depending upon abilities shown. Give full qualifications and salary expected in first letter. Box 826c, BROADCASTING.

Situations Wanted

Managerial

Head of radio advertising agency thoroughly experienced in all types station operation desires station ready to capitalize on his experience to cut down expenses and increase radio audience and sales. Proven sales and program plan. Box 705c, BROADCASTING.

Looking for a man with showmanship, sales ability and managerial know-how? Modest personable fellow, experienced in programming, sales and station management? A family-man in his thirties? A "dyed in the wool" New Englander? Write to Box 791c, BROADCASTING.

Manager, 8 years experience 250 and 1000 watters. Combine sales and management. Box 806c, BROADCASTING.

Hard working, steady manager looking for change. Experienced in sales, program director and announcing. Prefer Ohio or vicinity. Married, college graduate, presently employed. Will consider all reasonable offers. Write Box 810c, BROADCASTING.

Commercial manager: Outstanding sales record. Highest references. Experience covers 250 and 50,000 watt operation. Must be able to earn minimum $5000 per year with bonus over stipulated volume of department sales. Available within 30 days. Box 813c, BROADCASTING.

Salesmen

Desire start in sales. Full knowledge of broadcasting. Six years as engineer, aggressive. College business administration. Box 807c, BROADCASTING.

Announcers

Disc jockey, college graduate, two years first string music critic on major New York paper, later columnist with daily feature on music and recordings. Author of several books on recordings and the record industry. Following one year on large eastern regional in major metropolitan market have genuinely impressive sales record and an excellent rating against severe competition. Program is distinctive, friendly definitely not pompous. Own one of world's largest private record libraries, new four-place airplane. Available because present station is leaving the air. Desire to become part of community and do conscientious job for community, station and commercial accounts. Will guarantee show to attract interest, listeners and sales results and to be a credit to your station. Able to co-operate fully with sales department and promotion. If you are looking for a feature to build up your station rating, sales record and prestige, I can supply it. Box 681c, BROADCASTING.

Just completed summer replacement, one disc jockey-announcer. Independent and affiliate experience three years. Married, family. Expert console operation. Disc on hand. Prefer personal audition. Extensive knowledge pops and classics. Box 718c, BROADCASTING.

Situations Wanted (Cont'd)

Announcer. College grad, 22, available immediately, anywhere. Disc, photo and references on request. Box 682c, BROADCASTING.

A-1 experienced morning man for regional to 50 kw station anywhere in United States. College graduate, 27, 9 years experience announcing, programming and selling. Excellent record. Excellent references. Trained and telegenically suitable for television. Seeking advancement. Desire to make change before or shortly after April 1, 1950. Will endeavor to arrange personal interview and audition anywhere east of Mississippi River. If your Hooper's draggin', I'll soon have you braggin'! Box 699c, BROADCASTING.

Experienced announcer, salesman. "You tell me your tale I'll tell you mine." Box 720c, BROADCASTING.

Announcer proficient in variety of programs including play-by-play baseball. Experienced five years in midwest. References excellent. Veteran, unmarried, 26. Box 729c, BROADCASTING.

Experienced play-by-play and staff. Presently employed metropolitan New York area station. Desire immediate change. Disc plus top references. Box 739c, BROADCASTING.

Excellent newsman and staff announcer, easy ad-lib interviews. Extensive experience programming and production, married, degree, desires permanecy with future. Box 770c, BROADCASTING.

Announcer, car, experienced, DJ, news, spots, remotes, sports. State offer. Must have day off. Box 804c, BROADCASTING.

Experienced top sportscaster, single, 25, play-by-play all sports. Box 781c, BROADCASTING.

Announcer, radio training two years. Excellent deep voice, pleasing style and selling power. Want initial break to get needed experience. Excelling in commercial copy and newscasting. Can handle all sports. Know control board. Will travel anywhere. Available immediately. Disc and background on request. Answer all offers. Box 782c, BROADCASTING.

Play-by-play announcer, experienced in all phases of college and high school sports and staff work. Desires station with full sports schedule. All offers considered. Box 785c, BROADCASTING.

Announcer, program director. Experienced. Single, excellent references either position. Box 786c, BROADCASTING.

Announcer. Experienced. Presently employed NY station. Top commercial delivery that will sell. Seek staff position with northeast station only. Console. Disc on request. Box 787c, BROADCASTING.

Eight years, sports, discs, events, news, college graduate, married, employed. Box 789c, BROADCASTING.

Versatile announcer-singer; own piano accompaniment. Anywhere. Disc, details. Box 790c, BROADCASTING.

Announcer, three years experience in all type air show except play-by-play sports. Now with topflight midwest station. Wants position in good market career station. Box 793c, BROADCASTING.

Wanted. Position on announcing staff of station assuring security and promotion. To offer three years of experience in special events, news, production, personality shows, promotion, programming. Excellent references. Box 799c, BROADCASTING.

Announcer, 25, three years, want to assist news editor. Have done rewrite and broadcast news. Box 800c, BROADCASTING.

Combination man experienced commercial copy, sports, DJ, remotes. What is your offer? Desire off day. Box 805c, BROADCASTING.

Announcer, qualified for console, copywriting, DJ, music librarian, newscasting-editing, production. Non-commercial experienced. Always strives for perfection. Desires position in or west of Rockies. Start $40 per week. References, photos, dies on request. Box 809c, BROADCASTING.

Situations Wanted (Cont'd)

Eight years commercial, disc, ... Eighty-five guarantee after ninety ... TV experience. Married. Employ... Box 815c, BROADCASTING.

Schooling, had it. Ambition, ... Experience, want it. Letter, ... disc and references upon request. ... 819c, BROADCASTING.

Announcer, 8 years experience ... phases on rural independent kilo... and net affiliate. Employed farm ed... assistant PD. Desire southeast. A... able immediately. Box 811c, BROA... CASTING.

Inexperienced announcer, good ... graduate of leading radio school. ... ing to travel. Want to learn. Box ... BROADCASTING.

Staff announcer, one year experi... with all types of shows, single, vete... Available immediately. Box ... BROADCASTING.

Newsman-emcee-announcer. T... years radio, two years newspaper ... porting. University degree in ... broadcasting. Warm, friendly v... proven record. Presently employ... desire midwest. Full details on requ... Box 825c, BROADCASTING.

Experienced, competent news-edi... 'caster. Versatile announcer. Base... play-by-play, some football. Excel... references. Married. All offers ... swered. Box 834c, BROADCASTI...

All-round announcer and writer w... one year experience. Conscient... and dependable. Thank you. Box ... BROADCASTING.

Alaska-Canada stations. This exp... enced announcer, continuity wri... newsman, who can operate con... desires position. Excellent referen... disc available. Box 837c, BROA... CASTING.

Announcer: Age 30, single, 3 years ... perience all phases. Accent on ne... Information on request. Box ... BROADCASTING.

Announcer, experienced, topflight ... jockey, good commercial man, liv... and polished personality, combina... man, news, remotes, program ide... good following, fine appearance, wa... new horizons. Box 839c, BROA... CASTING.

Attention Wisconsin. Combo man, ... months training, 6 months experie... California, wishes to settle in ho... state. Married, sober, willing stude... Available immediately, will travel. B... 322, Evanston, Ill.

Announcer, 14 months experience ... tual affiliates. 24 single, operate e... sole. Michael Gulla, 5009 S. Talm... Chicago 32, Ill. Republic 7-5791.

Sports and news are specialties; a... thoroughly experienced disc, comm... cials and console operation. Full ... tails play-by-play audition. Availa... to established stations and new ones ... air by January first. Paul Klose, 1... South Second, Louisville, Ky.

Announcer, need opportunity to ... monstrate I can do good general a... nouncing. Emphasis on news a... sports. 15 months experience. Unive... sity radio graduate. Dale Low, ... Bedford, Moberly, Mo. Telephone ...

Announcers, good early morning ma... Top commercial men available. Train... in all-round announcing, writing a... production. Pathfinder School of R... dio, 1222-A Oak St., Kansas City, M... HA-0473.

Experienced announcer, 2 years. F... knowledge of control board operation... will travel. Bill Webber, 1199 Hancock St., Brooklyn 21, N. Y.

Young announcer wants starting po... tion with small progressive radio st... tion. College radio major with exce... lent references. Also continuity wri... ing. Will send disc. Fred Wright, ... 2540 Hemlock St., Cincinnati 6, Ohio.

Announcer or engineer. Near Chicag... Good references. Previously employe... WATT. Art Youngdahl, 1400 E. 53 St., Chicago 15, Ill.

Technical

Engineer first phone, graduate leading ... school, AM-FM-TV, car, willing t... travel. Box 743c, BROADCASTING.

Holder of first class telephone license... Young, vet, married. Any offer will b... considered. Box 758c, BROADCAST... ING.

Chief engineer, 2 years college. 5 years ... experience in installation, maintenance ... and operation of AM and FM studio ... and transmitter equipment. Want ... permanent position with progressive ... station. Sober, excellent references. ... Box 780c, BROADCASTING.

Situations Wanted (Cont'd)

Experienced transmitter operator desires permanent position with progressive station. Married. Will travel. Box 783c, BROADCASTING.

Combination engineer-announcer, first phone, inexperienced, learn quickly. Graduate leading school. Single, car, immediately available. Prefer southeastern part. Box 784c, BROADCASTING.

Chief engineer now employed. Desires change to larger station. Box 792c, BROADCASTING.

Available immediately. Transmitter engineer. Vacation experience. Attended two well known schools. First class license. Remotes, console experience. Car. Will travel. Box 801c, BROADCASTING.

Engineer, first phone. Two years experience. Net affiliate and independent. Willing travel. Box 814c, BROADCASTING.

Engineer, married. Fourteen years experience studio, recording, transmitter. Give details. Box 818c, BROADCASTING.

Engineer with two years experience, single, 23 years old desires engineering position. Available immediately. Box 827c, BROADCASTING.

Engineer, 1st phone, 1 year broadcast experience xmitter, console, remotes, single, 21, presently employed, desire change. Available short notice. Have car, travel anywhere. Box 828c, BROADCASTING.

Engineer, 21 months experience transmitter and remotes. Graduate RCA Institutes. Prefer within 750 mile radius NYC. Box 833c, BROADCASTING.

Engineer, nine years varied technical radio. Last 2½ broadcast. Presently chief regional. Will consider all offers including chief regional or local or other job with larger station. Married. Permanent. Sober and hardworking. Box 836c, BROADCASTING.

Engineer—Radiotelephone first, married, car, will travel anywhere, dependable, sober. Want permanent location, can announce. Pay secondary, available immediately. V. P. Bochenko, 58 Concord St., Johnson City, N. Y.

Young man, 1st phone license. High school and radio television school graduate. No experience, would like a start in broadcasting. Will travel middle Atlantic or New England states. Robert Clarkin, 431 78 St., Brooklyn 3, N. Y.

Man with first class ticket desires position. Single, will go anywhere. W. M. Dickinson, 515 West 5th, Mitchell, S. D.

Position desired, graduate 18 months engineering course, holder first class phone license, 7 months broadcast experience AM-FM transmitters, also some experience mobile equipment, one year servicing AM, age 29, married, references upon request. State wages. Nobel Garrett, Box 121, Hiawassee, Georgia.

Wanted, Position in broadcasting field. Hold first phone license. Impartial to locality. Recent graduate of ERTI in Omaha. Age 19. For further information wire or write Elmore Haney, Bureau, Ill.

Plus, plus, plus. Engineer, first class license, 22 years experience, 17 years WDRC 5 kw directional with 7 as transmitter supervisor. Last 21 months chief KSIL 250 watts. Plus program, writing, control room, recording experience. Plus top references. Desire permanent position southwest or Florida. Available now for personal interview. Jim Keefer, KSIL, Silver City, New Mexico.

Job seekers—First class license, forty weeks schooling in radio. No experience. Married. Will take job anywhere. Vernon McMullen, Clarinda, Iowa.

First phone license. Vet, 25, have car, will travel. James Turner, 6609 Avenue T, Brooklyn 34, N. Y.

Production-Programming, others

Writer-announcer, AB Swarthmore College, radio work at Northwestern University, acting experience. Desire contact with small progressive station. Will go anywhere. Salary secondary to possibilities for advancement. Details and disc upon request. Box 756c, BROADCASTING.

Available immediately for Washington, D. C. area—trained college graduate, experienced in traffic and copy. Excellent voice. Box 795B, BROADCASTING.

Top newscaster. Age 30. 3 years experience. Particulars on request. Box 806c, BROADCASTING.

Newsman to report, write, broadcast. 2½ experience. Journalism degree. Box 581c, BROADCASTING.

Situations Wanted (Cont'd)

Continuity writer, radio school graduate, reliable, energetic, excellent commercial copy. Box 751c, BROADCASTING.

Program director—Knows programming, production, administration. Can deliver these plus excellent newscasts and ad-lib interviews. College degree. Experienced rural and metropolitan areas. Wife experienced writing and airing women's programs, traffic. Available October, personal interviews. Box 769c, BROADCASTING.

Young woman, nine years experience general routine all departments. 250 network station. Capable handling office, sales, accounts, correspondence, bookkeeping, payroll, traffic, script. Box 771c, BROADCASTING.

It's a family affair. Two top drawer radio people desire position with large established station. Both husband and wife offer three years experience in air work, programming, production, promotion. College background. Now with midwest network affiliate. Box 794c, BROADCASTING.

Production—programming. Highly competent writer, announcer. Experienced program director. Capable, conscientious. Seven years of radio. $75 per week. Box 796c, BROADCASTING.

Desire position combination program director-announcer. College and radio school. News, sports, remotes, commercials, deejay. Have car. State offer outlining duties. Box 803c, BROADCASTING.

Editor: Newspaper editorial background. Experienced newscaster and radio copywriter, local and national. Excellent mike voice. Washington news connections. Highest references. Box 812c, BROADCASTING.

Attention: Stations in Rockies and west. Competent program director with following qualifications: experience selling, copywriting, announcing, programming, sound knowledge station operation, ability to build programs with listener and sponsor-appeal, increase sales, prestige. Hooper of station, versatile, network quality voice. Employed but wish advancement and permanent location west. Best references, disc, details on request. Box 808c, BROADCASTING.

One man copy department. Experienced radio and agency. Married, reliable, no drifter, presently employed. Let me prove commercials can have listening as well as sales appeal. Bill Mathers, 1707 Concord Court, Kansas City 4, Missouri.

Television

Production-Programming, others

Producer-director. Over two years experience in network originating station. Studio, remote, film, traffic, network coordination. All sports productions. Ability to train inexperienced personnel. Paying program ideas. Married. College. Present station knows of this ad. Full particulars, references on request. Box 640c, BROADCASTING.

4 years in television writing, producing and directing. Background includes stage and films. Desire to make change. Available about November 1st. Would prefer new station desiring services of a thoroughly qualified and experienced TV production man. I am not a TV school graduate looking for an in. Address Box 820c, BROADCASTING.

For Sale

Stations

For sale, New York city area AM station. $125,000. Broker. Box 830c, BROADCASTING.

Equipment

FM station equipment for sale. One GE 3 kw transmitter with console, audio rack complete with monitors. Just like new. Save $5000. Write Box 542c, BROADCASTING.

Sacrifice, broadcasting equipment, transmitter, limiter, mod. monitor, antenna coupling unit, tape machines. KATE, Albert Lea, Minnesota.

250 watt GE FM transmitter, GE station monitor, GE audio equipment and 4 bay GE antenna brand new. Please write for particulars. KFXM, San Bernardino, California.

For Sale (Cont'd)

RCA 250k transmitter $1650. Ideco 399 ft. guyed tower complete with lighting equipment $3800. W. E. 54-A FM antenna $1500. RCA 76-B console $500. RCA modulation monitor $235, miscellaneous microphones, speakers and amplifiers. WABB, Mobile, Ala.

Equipment. Make an offer. Two Blaw-Knox 200 feet towers. RCA modulation monitor type 66A. RCA frequency monitor type 311-AB. 2 Westinghouse motors, 3 phase, 4 h.p. and 15 h.p. WEEU, Reading, Pa., Harold E. Schearer, Chief Engineer.

RCA No. 76B console, serial 1008. Splendid condition. Now in use. $350.00. WHAR, Clarksburg, West Virginia.

One 170 ft. Wincharger 101 tower in good condition. WHSC, Hartsville, South Carolina.

Guyed, insulated tower of 5" tubular steel, 120 feet, is yours free if you remove from third-floor roof location and provide adequate insurance to cover removal. WJOB, Hammond, Indiana. Phone Sheffield 8400.

Western Electric 109AA reproducer group complete with spare 9A head. 100 watt remote transmitter with crystals for 2058, 2150, 2790. Make offer. WLTC, Gastonia, N. C.

One 12 X Collins remote amplifier and case. In perfect shape $200.00. Two 551-A Fairchild recording heads newly packed. Like new. $75.00 each. United Sound Systems, 5840 Second Blvd., Detroit 2, Mich.

Wanted to Buy

Stations

If you are interested in selling your regional or local station I am interested in buying. Price must be fair and full information furnished. Box 765c, BROADCASTING.

Equipment

1000 watt or 2500 watt transmitter in good condition, in use not over five years. Send price and details to William A. Masi, 33 Hudson Avenue, Maplewood, N. J.

Wanted—Gates 76-B console or equivalent. Must be in good condition. P. O. Box 1479, Honolulu.

Wanted—Frequency monitor to operate on 1450 kc and which still meets approval of FCC. Would also like to buy a modulation monitor. Would prefer General Radio. Write WXLT, Ely, Minn.

Miscellaneous

Looking for a better job? Let experts help you. Apply the professional way with a clever brochure on yourself. Fees reasonable. Personal Services, Box 1448, Bakersfield, California.

Situations Wanted

Managerial

CP Holders Attention!

Manager-program director-chief engineer-sales manager-four men totaling 35 years active broadcast experience—want to work together. Experience ranges from 250 independents to 5 kilowatt network. CBS-ABC-Mutual affiliate experience. All qualified as above average announcers and newsmen. Collectively we can increase sales and station quality. Experienced in building stations from ground up. Prefer working with brains and elbow grease. Not interested in arm chair management. If necessary these four can assume duties of full staff.

BOX 831c, BROADCASTING

Situations Wanted (Cont'd)

Seasoned, nationally known, top network executive with exceptional program, sales, merchandising and public service background is interested in station managership. This executive will integrate himself and his station in the community while making talk and profits. A station with a television future preferred and participation in profits or ownership would be part of deal.

BOX 832c,
BROADCASTING

Announcers

MY TEN YEAR SPORTSCASTING BACKGROUND IS BEING WASTED

Present employers dropping local sports, so I'd like a new job with sports-minded station with TV prospects. Network AM and TV play-by-play experience, all sports including major league baseball. Excellent news and special events background. Established reputation, finest references.

BOX 725c, BROADCASTING

ABILITY AVAILABLE
SAVE MONEY . . .
USE OUR GRADUATES!

We have well-trained personnel who are qualified to handle several phases of radio simultaneously. They have had actual experience in Metropolitan radio stations as:

ANNOUNCERS DISC JOCKIES
COMMERCIAL WRITERS ACTORS
PRODUCERS SCRIPT WRITERS

Over 200 radio stations have taken advantage of our service. Give us your requirements and we will send resumes, photos, and discs.

WRITE OR WIRE COLLECT
COLUMBIA INSTITUTE
9th & CHESTNUT STREETS
PHILADELPHIA 7, PA.

School

The* SCHOOL *of
RADIO TECHNIQUE

• NEW YORK •
HOLLYWOOD • CHICAGO
America's Oldest School Devoted Exclusively to Radio & Television

Comprehensive Professional Day and Evening Courses in all phases of Radio and Television Broadcasting taught by Network and TV Professionals.

Moderate rates. Inquire!
Send for free Booklet B.
Approved for G.I. Training in New York and Chicago Branches

NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

(Continued on next page)

XUM

HE STAYS IN

New Use For XL Sign

THE XL STATIONS of the Pacific Northwest Broadcasters post, on secondary highways, signs bearing call letters of member stations in the various coverage areas. Until recently, promotion had been the signs' only use. However, one of the plaques posted in the Missoula, Mont., area has taken on a new meaning, as evidenced by the following letter from a listener to the KXLL Missoula promotion department:

Dear Sirs:

Enclosed is a picture we took of our bull. He was breechy and we just couldn't do anything to keep him inside a fence. We found your sign on the fence, put a chain in the hole in the middle of the bottom and the holes at the top were spaced just right to put on his horns. Really does work in keeping him in. He is a good advertisement, as everyone really looks at him as they go by. Thought you'd like a picture so we took this one. Like your program in the afternoon.

Vadan I. Scruggs
Stevensville, Mont.
Route 2

. . . No more meandering.

Rhodes Sponsors

RHODES PHARMACAL Co., Cleveland, for Imdrin, is sponsoring Gabriel Heatter and the news on Mutual Tuesday and Thursday at 8:30 p.m. CST. Contract, signed for 13 weeks through O'Neil, Larson & McMahon, Chicago, is part of the firm's $2½ million advertising campaign to promote its arthritic-rheumatic remedy.

Miscellaneous

TRANSMITTING
TUBES REPAIRED
Lewis and Kaufman, Inc.
Box 337, Los Gatos, Calif.

On All Accounts

(Continued from page 14)

capacity, he produced the show when it switched to the first regularly sponsored radio and television simulcast. One year later he was named supervisor in charge of new radio and television programs. While thus occupied he also functioned as producer of *The Fred Waring Show* and *The Arrow Show*. Three months ago he was promoted to his present post as supervisor of operations for both radio and television for the agency.

The Ericksons have been married for eight years. They have a home in New Canaan and an apartment in Manhattan.

Rod's hobbies include an interest in foreign cars (he owns an MG) as well as swimming and skiing.

Willard in Hospital

A. D. WILLARD Jr., who resigned recently as NAB executive vice president, is a patient in Alexandria (Va.) Hospital. He was taken to the hospital Monday suffering from a burst appendix. His condition was reported somewhat improved Thursday. If treatment continues to be effective he will be taken home in about a week to rest preparatory to surgery.

McFARLAND BILL

No Action This Session

THE McFARLAND communications bill to reorganize FCC along procedural lines—viewed last June as legislation most likely to succeed—will have to lay over until the next session of the 81st Congress beginning in January.

Delay was virtually assured last week after ranking members of the House Interstate Commerce Committee conferred informally among themselves and with House Speaker Sam Rayburn (D-Texas). The committee decided to defer action in view of imminent adjournment and in deference to Speaker Rayburn's request that "no controversial" legislation be taken up at this time.

In disclosing the decision Rep. George Sadowski (D-Mich.), chairman of the FCC-FTC-SEC subcommittee and acting committee head in the absence of Commerce Chairman Robert Crosser (R-Ohio), said the House plans to adjourn shortly and committee members were not desirous of holding necessary hearings, at least not this year. He noted, too, that the recently-passed pay measure for FCC and other agency heads had "outmoded" the salary provision in the bill authored by Sen. Ernest McFarland (D-Ariz.) and passed by the Senate [BROADCASTING, Oct. 3].

Failure of the House to muster the bill out this session was attributable to fresh opposition not evidenced at the Senate Interstate Commerce hearings, the inclusion of the pay provision which singles out FCC for raises, and the general backlog of legislation with which the House had to deal since the measure (S 1973) was referred to the House Commerce group for its concurrence.

CANTOR ADVICE

Urges Loyalty to Sponsors

EDDIE CANTOR levelled a blast at program ratings, but praised programs that sell merchandise, at a news conference Monday in Chicago. Between performances of the National Television and Electrical Living Show at the Coliseum, where the veteran entertainer is breaking attendance records, he declared: "I wouldn't have lasted 19 years in radio if I had relied on the songs and jokes alone. I have long since learned that selling your sponsor's goods is more important to him than a high rating."

Advocating "integrity" among radio performers, Mr. Cantor recommended they be loyal to the products they advertise. He revealed that when he recently terminated his contract with Pabst Brewing Co., a competitor sought his services. He turned down the proposal, he said, because he felt "it was the honorable thing to do." Part of his current work is to make appearances before wholesalers of products manufactured by his present sponsor, Eversharp Inc., in an effort to boost sales, he said.

Crystal Gazers

WHEN WSAV scheduled the ad, "We're Batting a Solid 630," for release in BROADCASTING, Oct. 3, station officials hoped that the top teams in the American and National Leagues would end the season with precentages somewhere near 630. So what happened? That's exactly how the World Series contenders finished—630 on the nose.

SCRIPT CONTEST

For H. S. Students

THE Third Annual Voice of Democracy contest for best broadcast scripts by high school students is under way last week when guide manuals and rules were sent to all NAB stations, 28,000 public, private and parochial schools, and Junior Chamber of Commerce chapters.

Three associations jointly sponsor the contest—NAB, Radio Mfrs. Assn. and the U. S. Junior Chamber of Commerce. Endorsing the contest is the U. S. Office of Education.

NAB will send model broadcasts to all member stations, and member stations desiring them starting Oct. 15. These are to be run during National Radio Week Oct. 30-Nov. 5. Students will start writing and rehearsing their scripts during that week, with local winners to be announced Nov. 12.

Local winning broadcasts will be sent to state Jaycee headquarters by Nov. 19. Statewide judging will be completed Nov. 26 by judging panels selected by the state associations. These are to be sent to NAB headquarters for national judging, with the four national winners to be announced Dec. 15.

Winners will be given a week in Washington in late February at which time they will receive their awards. The presentation will take place Feb. 22.

The 1948 contest drew over a quarter-million contestants.

FM Football Net

A FOURTEEN-station FM network in Pennsylvania, New York, West Virginia and Ohio is carrying the play-by-play broadcasts of Duquesne U. football games this season. It is known as The University Broadcasting System. Broadcasts originate at the various fields through the facilities of WDUQ Pittsburgh, the university's new FM station, and are relayed to WPIT Pittsburgh, first link in the network. From WPIT they are beamed to: WBUT Butler, Pa.; WWHG Hornell, N. Y.; WPAR Parkersburg, W. Va.; WJTN Jamestown, N. Y.; WJPA Washington, Pa.; WCLT Newark, Ohio; WWST Wooster, Ohio; WKST New Castle, Pa., and WLEU Erie, Pa.

Florida Opportunity

$50,000.00

An unusual situation in one of Florida's most desirable markets. This station is showing modest profits, but is completely undeveloped and needs capable, aggressive management. Living conditions are ideal and business is constantly growing. Price for 100%. $50,000.00. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

AAAA's Appraise

(Continued from page 25)

Where Do We Go From Here?"

Lead-off man in that discussion was Donald W. Stewart, advertising manager of The Texas Co., who said the agency people television would probably make more money than ever before, even though at present 15% commissions from the medium may not cover agency costs.

He expressed the belief that big, one-hour TV shows do not need to be seen more than once every two weeks, instead of weekly as is his company's Milton Berle program. By going on such a basis, the advertiser can be on all year without summer hiatus. That would give more advertisers a chance at choice TV time, in addition to saving the individual advertiser one-third of his expenditure.

Louis G. Cowan, president of the Louis G. Cowan show-packaging company, believed radio "is not dying" although he expected television to grow to "undreamed of proportions" if its programming is done well enough.

Agencies Position

Mr. Cowan expressed the belief that TV programs would be developed not by agencies, but by network, Hollywood and independent show packagers. He believed agencies would not be able to afford the staffs to experiment with and become TV show producers. He predicted show costs will get higher but it will be worth it to the advertiser.

Charles Underhill, CBS director of television programs, forecast video's great successes to come will be in fields closer to the theater than to radio. For example, he believed that TV will not be as important a news medium as radio, unable to match radio's instant spot coverage and immediate analysis. He forecast that TV will follow talent and that therefore Hollywood will become an important point of program origination. He also forecast that it is only a matter of time before costs of TV programming via films come down so that celluloid will be merely another method of video production, just as transcriptions provide another method of radio production.

Richard de Rochemont, producer of the "March of Time," described the problems involved in MOT's production of *Crusade in Europe*, the TV film series based on Gen. Eisenhower's book. He expressed dissatisfaction with the commercials attending the series, which is sponsored by Time Inc. over ABC. He believed if the agency of the sponsor had been called in at the beginning of production, instead of at the end, the commercials would have been better. The agency should be in at the beginning of production, he recommended. He urged agencies to farm out men at agency expense to film companies to learn motion picture production.

Paul Raibourn, vice president, Paramount Pictures Inc., said he believed the current furor over color television was stimulated by Washington officials who want the public to know that color is only a few years off. He asserted set manufacturers and telecasters had not stimulated the color investigations but on the contrary were "scared to death" of the question.

John Crosby, radio and television critic for the *New York Herald Tribune*, answered the question, "Where Do We Go From Here?" by saying he did not think radio is going anywhere. "Radio has already been there," he said.

Mr. Crosby explained that he felt radio was no longer producing programs as well as it could but was merely trying to produce successful shows. This, he said, was "striving downward." He held out hope for television which, in his opinion, has not yet begun to strive "downward."

Harriet Van Horne, radio editor of the *New York World-Telegram*, urged a three-point platform to improve TV commercials. She called for a more honest approach, more realism and better presentation of products in terms of the viewer's interest.

Arthur C. Nielsen, president of the A. C. Nielsen market research firm in Chicago, asserted in a speech Wednesday that "television deserves attention, but don't sell radio short."

Mr. Nielsen envisioned "some rapid and important shifts in advertising media," with a "spectacular growth for television inevitable in the wake of the amazing growth of radio." But, he cautioned:

"The danger to you is not so much that you may overlook TV's opportunities, but that you may turn your backs on radio without justification." He cited the gain in radio homes from 28,800,000 in 1940 to 39,281,000 in 1949, accompanied by a 53% increase in home-hours of daily radio usage during the last six years.

FULL-hour Spanish Network program with live talent started by Broadcasting Corp. of America's Western Network. Show will originate at KPRO Riverside, Calif., and be aired over 11 southern California stations.

WOR-TV STAFF

Smith Is Production Mgr.

JEFF SMITH, former production manager of WOR New York, last week was appointed production manager of WOR-TV New York, it was announced by Julius F. Seebach Jr., vice president in charge of programs for the new television station.

Mr. Smith joined WOR as an engineer in 1942, having been formerly with Erwin Wasey & Co., New York. He later moved to the program department as a production supervisor.

Mr. Smith's former assistant, William C. Taylor, will replace him as WOR production manager, with Frank Muckenhaupt, night supervisor, moving into the assistant's post. Frank Miller moves from traffic to take over the vacancy as night production supervisor.

WOR—TV

(Continued from page 48)

Flagstaff Foods. Peils Beer has signed to sponsor half the boxing matches from Westchester on a rotating basis—that is, the first half of the card one week and the second half the next.

Pequot Mills, Shick Razors and Greystone Press have contracted for one-minute spots in several of the programs. Station breaks and participations have been bought by Petri Wines, Pepsi-Cola and D'Arrigo Brothers (vegetable distributors), Pall Mall, Seidenburg Cigars and time signals by Longines.

J. R. Poppele, vice president in charge of engineering for WOR-TV, gave these details of the equipment which generates the station's TV signal:

"While the physical aspect of the WOR-TV transmitter installation is unique—its 760-foot steel tower which supports the transmitting is the largest self-supporting TV or radio antenna in the United States—the technical installation is also most unusual.

"The primary installation is General Electric, but we did not confine ourselves to GE equipment exclusively.

"Our plans called for the utilization of the best electronic equipment manufactured by the three leading television companies—GE, RCA and DuMont. This consolidation has given WOR-TV the benefit of the research of all those manufacturers and, I believe, the very best transmitter in the country.

"We have combined our TV and FM facilities from the operational point of view, and both transmitter facilities are housed in a specially designed, metallic shielded brick building. It has a minimum of window space to keep out extraneous electronic interference.

"While the overall height of our tower and antenna is 810 feet above the ground, it is built on the Palisades 240 feet above the Hudson River. Thus, the antenna mast of the tower, 1,050 feet high, is the second highest in the area.

"We have an electronically and physically sound installation, and certainly one of the most unusual in the industry."

Groundbreaking for the transmitter and transmitter building took place on Aug. 30, 1948. Construction work on the tower was completed nearly a year later—July 9, 1949. WOR-TV's signal went out on the air for the first time on the evening of Sunday, Aug. 14. This unannounced "sneak preview" drew responses from all over the map. Philadelphia, Poughkeepsie and New Haven were among the towns that phoned WOR-TV to praise its signal, or just to confirm they were really seeing WOR-TV for its first time on the air.

Pioneer in TV

WOR personnel had been experimenting in television ever since it was first invented. World War II interrupted the engineering experiments, but WOR leased program facilities from DuMont in New York and WRGB (TV) in Schenectady and from 1943 to 1945 presented 124 telecasts over these stations.

Following the war in 1945, WOR was granted a construction permit for its station WOR-TV. The North Bergen transmitter site was chosen and in June 1948 the CAA approved WOR plans to locate its transmitter there. Construction began in August.

For the First Time

NEGRO RADIO PROMOTIONAL AND COUNSELING SERVICES

ENGINEERING — ADVERTISING
FINANCIAL — SALES
PROMOTION — ADMINISTRATION

Negro Radio Statistical Surveys Made in Major American Cities

MEDIA BROKERS

KYLE, CARTER & EUBANKS

6 EAST LAKE ST., CHICAGO 1, ILL.
(AT STATE AND LAKE)
PHONE: FRANKLIN 2-4344

Only a combination of stations can cover Georgia's first three markets

WAGA ATLANTA 5000 W - 590 Kc
WMAZ MACON 10,000 W - 940 Kc
WTOC SAVANNAH 5000 W - 1290 Kc

The C.B.S. Affiliates in GEORGIA'S First 3 Markets

The Georgia Trio

Represented, individually and as a group, by **THE KATZ AGENCY, INC.**

BMI

Announces

The Year's Concluding

PROGRAM DIRECTORS' and LIBRARIANS' CLINIC

to be held in New York

MONDAY, OCTOBER 24

and

TUESDAY, OCTOBER 25

Broadcasters have hailed the series of Clinics as one of the finest and most helpful services offered by BMI.

CLINIC HIGHLIGHTS

- **Outstanding speakers on "Management of Independent Stations"**
- **Important Panel on Building, Operating and Programming a TV station**
- **Backstage Tour of Radio City Music Hall**
- **A Real Celebrity Cocktail Party**

ENROLL NOW!

Because of the approaching Holiday Season this will be the last Clinic to be conducted until early in 1950.

There is no charge for the two-day course.

Send your registration immediately to

ROY HARLOW, Director of Station Relations

BROADCAST MUSIC, INC.

580 Fifth Avenue **New York 19, N. Y.**

FCC Actions

(Continued from page 68)

October 5 Decisions . . .

BY THE SECRETARY

WHIO-FM Dayton, Ohio—Granted license new FM station Chan. 256 (99.1 mc) 19 kw, 515 ft.

KBUR-FM Burlington, Iowa—Granted license new FM station Chan. 225 (92.9 mc) 52 kw, 340 ft.

WDSU-TV New Orleans, La.—Granted license new commercial TV station.

WHIO-TV Dayton, Ohio—Granted license for new commercial TV station.

KVOB Alexandria, La.—Granted license change in frequency, increase power, install DA-N, change type trans. and change trans. location.

WHHM Memphis, Tenn.—Granted CP to change trans. location.

WAML Laurel, Miss.—Granted CP to install new trans.

Alexandria Bcstg. Co. Inc., Alexandria, La.—Granted CP new Remote Pickup KA-4271.

Fort Worth Bcstg. Co., Area Fort Worth, Tex.—Granted CP new Remote Pickup KA-4270.

Following were granted mod. CPs for extension of completion dates as shown: KAKC-FM Tulsa, Okla. to 4-1-50; WARD-FM Johnstown, Pa. to 3-31-50; WCBS-TV New York to 1-10-50; KDYL-TV Salt Lake City, Utah to 4-1-50; WFMY-TV Greensboro, N. C. to 12-2-49; KRON-TV San Francisco to 1-3-50; WTVN Columbus, Ohio to 11-15-49; WNBQ Chicago to 1-20-50; WLAV-TV Grand Rapids, Mich. to 1-15-50; WJAC-TV Johnstown, Pa. to 1-30-50; KMPC Los Angeles, Calif. to 4-1-50; WMBI-FM Chicago to 1-1-50; WCOD Richmond, Va. to 12-23-49; WJIZ Hammond, Ind. to 11-16-49; WGTR Paxton, Mass. to 2-1-50; KRFM Fresno, Calif. to 4-27-50; WIBA-FM Madison, Wis. to 4-11-50; WELI-FM New Haven, Conn. to 4-10-50; WROV-FM Roanoke, Va. to 5-5-50; KBMT San Bernardino, Calif. to 4-27-50; WWOL-FM Buffalo, N. Y. to 4-1-50; WAFM Birmingham, Ala. to 4-1-50; WARL-FM Arlington, Va. to 12-18-49; KNOB Long Beach, Calif. to 1-22-50; WJPF-FM Herrin, Ill. to 12-31-49; WHHS Havertown, Pa. to 12-15-49; KNBC-FM San Francisco to 11-12-49; KOWN Conway, Ark. to 4-22-50.

KMSU Missoula, Mont. to 10-19-49; KYUM Yuma, Ariz. to 3-15-50; KFDW Helena, Mont. to 10-30-49; WWRL Woodside, N. Y. to 12-31-49; WICU Erie, Pa. to 4-1-50; WNBK Cleveland to 12-12-49; WAFM-TV Birmingham to 1-1-50.

WNEX-FM Macon, Ga.—Granted license new FM station; Chan. 245 (96.9 mc) 41 kw, 415 ft.

WPGH Pittsburgh, Pa.—Granted CP to mount FM ant. on AM tower.

WDAR-FM Savannah, Ga.—Granted mod. CP for extension of completion date to 12-23-49.

KGAN Kingman Ariz.—Granted mod. CP extension of completion date to 10-30-49.

WVOT Wilson, N. C.—Granted voluntary assignment of license from partnership composed of five members to corp., Wilson Radio Co., which capital stock will be owned by members of partnership in same proportion as their respective partnership interests. No monetary consideration.

WEMP-FM Milwaukee, Wis.—Granted license new FM station Chan. 231, (94.1 mc) 35 kw, 410 ft.

WTAM-FM Cleveland, Ohio—Granted license new FM station; Chan. 289, (105.7 mc) 6.2 kw, 575 ft.

WRUF-FM Gainesville, Fla.—Granted license new FM station; Chan. 281 (104.1 mc) 12 kw, 350 ft.

WBUT-FM Butler, Pa.—Same—Chan. 280 (103.9 mc) 720 w, 290 ft.

KVME Merced, Calif.—Same—Chan. 248 (97.5 mc) 8.9 kw, 150 ft.

WRXW Louisville, Ky.—Same—Chan. 236 (95.1 mc) 16.7 kw, 510 ft.

WWON-FM Woonsocket, R.I.—Granted license covering reinstatement of CP for new FM station; Chan. 288. (105.5 mc) 390 w, 215 ft.

KVNJ-FM Fargo, N. D.—Granted license new FM station; Chan. 222 (92.3 mc) 19 kw, 390 ft.

KLUF-FM Galveston, Tex.—Same—Chan. 254 (98.7 mc) 9.2 kw, 210 ft.

WDLB-FM Marshfield, Wis.—Same—Chan. 280 (103.9 mc) 250 w, 250 ft.

WJPA-FM Washington, Pa.—Same—Chan. 282 (104.3 mc) 6 kw, 360 ft.

WPTZ Philadelphia—Granted license covering change in designation of trans.

WBAB Atlantic City, N. J.—Granted CP to install new vertical ant. and to mount TV and FM ant. on top of AM tower.

WSAZ Inc., Area Huntington, W. Va.—Granted CP and license new Exp. TV Relay KA-4249.

WSAZ Inc., Huntington, W. Va.—Granted CP and license new Exp. TV Relay KQA-633.

KNBY Newport, Ark.—Granted [illegible] CP to change type trans.

WCAU-FM Philadelphia—Granted license covering changes in FM station.

WTOA Trenton, N. J.—Granted license new FM station Chan. 248 (97.5 mc) 14.5 kw, 275 ft.

WPAT-FM Paterson, N. J.—Same—Chan. 278 (103.5 mc) 17 kw, 540 ft.

KSD-FM St. Louis, Mo.—Same—Chan. 241 (96.1 mc) 10.5 kw, 530 ft.

WTWO Dayton, Ohio—Same—Chan. 284 (104.7 mc) 43 kw, 370 ft.

WTJS-FM Jackson, Tenn.—Same—Chan. 264 (100.7 mc) 50 kw, 640 ft.

WESB-FM Bradford, Pa.—Granted license new FM station; Chan. [illegible] (97.5 mc) 3.2 kw, 540 ft.

WSBA-FM York, Pa.—Same—Chan. 277 (103.3 mc) 20 kw, 500 ft.

WSMB-FM New Orleans, La.—Same—Chan. 274 (102.7 mc) 55 kw, 525 ft.

WHDH-FM Boston, Mass.—Same—Chan. 233 (94.5 mc) 20 kw, 455 ft.

KFDA-FM Amarillo, Tex.—Same—Chan. 262 (100.3 mc) 3.4 kw, 420 ft.

WKID-FM Urbana, Ill.—Granted license new FM station Chan. 277 (103 mc) 2.4 kw, 350 ft.

KLCN-FM Blytheville, Ark.—Same—Chan. 241 (96.1 mc) 21 kw, 360 ft.

KCMC-FM Texarkana, Tex.—Same—Chan. 251 (98.1 mc) 40 kw, 415 ft.

WCIF-FM Madisonville, Ky.—Same—Chan. 285 (104.9 mc) 420 w 370 ft.

WIMS Michigan City, Ind.—Same—Chan. 228 (93.5 mc) 1 kw, 180 ft.

WFJL Chicago—Same—Chan. [illegible] (93.1 mc) 29 kw, 570 ft.

National Bcstg. Co. Inc., San Francisco—Granted CP for new STL KXG 46.

KLUF Galveston, Tex.—Granted license install new vertical ant. and mount FM ant. on top of AM tower and change trans. location.

WROK Rockford, Ill.—Granted license install new trans. and change in trans. location.

WONN Lakeland, Fla.—Granted license new AM station; 1230 kc 250 w unl.

WJBW New Orleans, La.—Granted license for new AM station; 1230 kc 250 w unl.

KBKW Aberdeen, Wash.—Granted license new AM station 1450 kc 250 w unl.

WITH Baltimore, Md.—Granted license install new alternate main trans.

KIT Yakima, Wash.—Granted license increase power and install new trans.

The Fort Industry Co., Area Detroit, Mich.—Granted license new Experimental TV Relay KA-3231.

Rural Radio Network, Inc., Former Area of deRuyter, N. Y.—Granted mod. CP which authorized new Remote Pickup KA-4238 to be used with WVCN deRuyter, N. Y. in lieu of with WVTF Ithaca, N. Y., and to change transmitter location from Ithaca to deRuyter.

KXRO Aberdeen, Wash.—Granted CP to install new trans.

WELD Columbus, Ohio—Granted CP use aux. trans.

WNAT Natchez, Miss.—Granted mod. CP for approval of ant. trans and studio locations.

By Commission En Banc

Jamaica Radio Television Co., Jamaica, N. Y.—Granted request for further extension of license to Dec. 1 KE2XDO.

Examiner Blume

Boothby Radio Stations, Inc., Grand Rapids, Mich.—Granted petition requesting continuance of consolidated hearing on Booth application and that of WKNX Saginaw, Mich.; hearing continued to Nov. 21, 1949.

October 5 Applications . . .

ACCEPTED FOF FILING

Modification of CP

Mod. CP new AM station for extension of completion date: KVNE Oxnard, Calif.; KCIJ Shreveport, La.

WQXR Buckhead, Ga.—Mod. CP new AM station to increase power etc. for extension of completion date.

KSUB Cedar City, Utah—Mod. CP new AM station to change frequency etc. for extension of completion date.

License Renewal

Request for license renewal AM station: WKBC North Wilkesboro, N. C.; WTOB Winston-Salem, N. C.

Modification of CP

KSL-FM Salt Lake City, Utah—Mod. CP new FM station for extension of completion date.

License Renewal

Request for license renewal FM stations: WFHA New Britain, Conn.; WLET-FM Toccoa, Ga.; WSRK Shelbyville, Ind.; WJEJ-FM Hagerstown, Md.; WTWS-FM Cleveland; WMOH-FM Hamilton, Ohio; WPAY-FM Portsmouth, Ohio; WSTV-FM Steubenville, Ohio.

Modification of CP

WJZ-TV New York—Mod. CP new commercial TV station to decrease ERP from 29.5 kw vis. 14.8 kw aur. to 4 kw vis. 1.82 kw aur.

Mod. CP new Commercial TV station for extension of completion date: WXEL Parma, Ohio to Dec. 31.; KSL-TV Salt Lake City, Utah to April 15, 1950.

License for CP

WMAL-TV Washington, D. C.—License to cover CP new commercial TV station.

October 6 Applications . . .

ACCEPTED FOR FILING

License for CP

KFDW Helena, Mont.—License for CP new AM station.

SSA—1570 kc

WLIO East Liverpool, Ohio—Request for SSA on 1570 kc 100 w-N for period not to exceed 12 months. Present assignment 1570 kc 1 kw-D.

AM—1600 kc

KBOR Brownsville, Tex.—CP to change from 1600 kc 1 kw D to 1600 kc 1 kw unl. DA.

Modification of CP

Mod. CP new FM station for extension of completion date: KOA-FM Denver; WBCC-FM Bethesda, Md.

WMLL Evansville, Ind.—Mod. CP FM station to change ERP to 50 kw, ant. 227 ft.

License for CP

WBOW-FM Terre Haute, Ind.—License to cover CP new FM station.

WHFM Rochester, N. Y.—License for CP to cover changes in new FM station.

License Renewal

WWST-FM Wooster, Ohio—Request for license renewal FM station.

TENDERED FOR FILING

AM—630 kc

KOH Reno, Nev.—Mod. CP new AM station to change from 630 kc 5 kw unl. to 630 kc 5 kw-D 1 kw-N DA.

PAY RAISE BILL

Truman Prods Conferees

PRESIDENT TRUMAN met last week with the ten Congressional conferees currently studying the executive and classified pay bills, with a view toward reaching a general accord on differences between the House and Senate passed versions. The President was reported to have recommended liberal pay increases in both measures as previously voted by the House.

Under the Senate version of the executive bill (HR 1689) FCC Commissioners and other heads would receive $15,000, while the House set a ceiling of $16,000. The Senate voted a $12,500 classified limitation on HR 5931 while the lower chamber set a maximum of $15,000 from the present $10,330 top level [BROADCASTING, Oct 3].

A compromise was believed imminent in the case of certain cabinet officers, but whether FCC Commissioners would eventually get the original $16,000, in view of strong Senate opposition, was a matter of speculation. Most observers felt FCC, FTC and other independent office officials might receive at least the difference between the two measures, with similar compromises foreseen in the classified bill, as the result of the President's prodding.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO OCTOBER 6

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,048	2,002	201		352	259
FM Stations	742	444	374	*10	51	30
TV Stations	82	20	93		350	182

* 5 on air

* * *

Docket Actions . . .

OPINIONS AND ORDERS

WHKC Columbus, Ohio—Announced memorandum opinion and order granting application of United Bcstg. Co., for license to cover CP to increase power from 1 kw unl. to 5 kw-D, 1 kw-N directional. Grant subject to condition that if Commission subsequently grants applications of WCPO Cincinnati, or Queen City Inc., Cincinnati, WHKC will take steps to eliminate possibility of overlap of contours prohibited by Commission Standards or give proof that no overlap exists. Order Oct. 5.

Queen City Bcstg. Inc., Cincinnati—Announced memorandum opinion and order denying petition of Queen City Bcstg. Inc., leave to amend and reopen record in proceeding for purpose of receiving evidence relating to amendment to application, to specify new transmitter site and different antenna design than those specified in original application. Order Oct. 6.

Belleville News-Democrat, Belleville, Ill., and WTMV East St. Louis, Ill.—Adopted memoradum opinion and order granting petition of Belleville News-Democrat for reopening of record for further hearing in proceeding on application for new station 1260 kc 1 kw unl. DA-N and bid of WTMV to switch from 1490 kc 250 w unl. to 1260 kc 1 kw unl. DA-N; proceeding remanded to hearing examiner previously appointed for further hearing in Washington Oct. 19; denied petition of WTMV to (1) correct memorandum opinion and order of July 14 and (2) for review of Motions Commissioner's action of July 29 granting Belleville News-Democrat leave to amend, and affirmed said action of Motions Commissioner.

Non Docket Actions . . .

TRANSFER GRANT

WAAB Worcester, Mass., and WMTW Portland, Me.—Granted assignment of licenses from The Yankee Network Inc. to Radio Enterprises Inc., latter owned by John A. Baybutt and mother, Josephine L. Baybutt. Assignor to lease facilities for three years at $40,000 per annum with re-lease option; after six years assignor may terminate arrangement upon payment of $50,000. WAAB assigned 5 kw on 1440 kc and WMTW 250 w on 1490 kc. Comr. Walker dissented. Granted Oct. 3.

WOL-AM-FM Washington, D. C.—Granted assignment of license from Cowles Bcstg. Co. to Capital Bcstg. Co. on cond. transfer not be consummated until latter disposes of WWDC there. Consideration $300,000. Capital Bcstg. is owned 95% by Joseph Katz, Baltimore agency executive. WOL is assigned 5 kw on 1260 kc. Granted Oct. 3.

Deletions . . .

Seven FM authorizations and one TV permit were reported deleted by FCC last week. FM withdrawals since first of year total 155; TV, 10. Deletions, effective dates and reasons for withdrawal follow:

WMBT(TV) Peoria, Ill.—Peoria Bcstg. Co., CP, Sept. 29. No reason given [BROADCASTING, Sept. 12].

WKER(FM) Waukegan, Ill.—Waukegan Bcstg. Corp., CP, Sept. 30. Failure to prosecute.

WDAS-FM Philadelphia—WDAS Bcstg. Station Inc., CP, Sept. 27. Decided not to proceed with FM.

WLAD-FM Danbury, Conn.—The Berkshire Bcstg. Corp., CP, Sept. 27. Feels FM will not show profit and desire to concentrate on AM.

KSSB(FM) San Antonio, Tex.—San Antonio Baptist Assn., CP, Sept. 27. Because of changing conditions believe it unwise to continue.

WLTR-FM Bloomsburg, Pa.—Bloom Radio Inc., CP, Sept. 27. General economic condition in that area plus desire to devote time to AM.

KTBS-FM Shreveport, La.—Radio Station KTBS Inc., CP, Sept. 27. More economical to wait and build both FM and TV antennas at same time.

WOAI-FM San Antonio, Tex.—Southland Industries Inc., CP, Sept. 27. Lack of general interest in FM in that area, does not feel justified in spending substantial sums required.

New Applications . . .

AM APPLICATIONS

Mooreville, N. C.—Wayne M. Nelson, 1350 kc, 1 kw daytime. Estimated cost $12,400. Mr. Nelson sole owner contemplates forming corporation later. His radio interests include ownership WAYN Rockingham, N. C. and 75% interest WWNF Fayetteville, N. C. It was erroneously reported in Broadcasting Oct. 3 that Mr. Nelson was also owner of WEGO Concord, N. C. He sold WEGO to The Concord Tribune Inc., with FCC approval in March. Filed Sept. 16.

RELIGIOUS RADIO

Special Category Considered

ISSUE of whether FCC may establish a specific category of religious broadcast stations consistent with the provisions of the First Amendment of the Constitution was raised by the Commission in ordering a hearing on the problem.

The issue is contained in the Commission's order calling for hearing on the joint petition of the radio commission of the Southern Baptist Convention and the executive board of the Baptist General Convention of Texas. Oct. 21 was set as deadline for filing of briefs by all parties who may be interested in the problem.

The petition of the Baptist groups, filed last February, asked the Commission to amend its present rules governing low-power noncommercial educational FM stations to make religious organizations expressly eligible as licensees or in alternative to promulgate new rules establishing a separate low-power station category to operate on the 88-92 mc FM band now allocated exclusively to the educational group. The petition also asked that if neither of these requests were granted, that rules be promulgated to set up such a service elsewhere in the FM band.

ASSN. of Canadian Advertisers will hold 35th annual convention in Royal York Hotel, Toronto, Oct. 19-21.

FTC's MASON

Gets Senate Committee Okay

REAPPOINTMENT of Lowell Mason to the Federal Trade Commission for his first full seven-year term in his own right was reported favorably by the Senate Interstate Commerce Committee last Wednesday and slated for early consideration by the Senate. His term expired Sept. 25.

The committee unanimously reported out Mr. Mason, a Republican, after receiving testimony in his own behalf. Little opposition was expected on the Senate floor, though the *Washington Post* editorially urged his rejection on the ground his previous actions had served to ridicule those of his fellow commissioners during his past term. In addition, it suggested action be taken to impose an age-limit on commissioners, two of whom are well past 70 years old, in the manner of the late President Roosevelt's attempt to inject new blood in the U. S. Supreme Court.

A BOY'S WISH

KDKA Sends Ice Cream

A PENNSYLVANIA farm youth, now living and working on a 100-acre farm near Bern, Switzerland, has had his one big wish fulfilled—he has received a gallon of real, honest-to-goodness Pennsylvania ice cream, thanks to KDKA Pittsburgh.

Nineteen-year-old William Lefes, a Mercer County Rural Youth Exchange delegate, whose home is on a dairy farm near Sharpsville, Pa., is one of 31 rural youths to be sent to Europe by American farm groups.. In a letter to KDKA Agricultural Director Homer Martz, he expressed his disappointment in not being able to get real ice cream.

So Mr. Martz went to work. He made arrangements with P. S. Patterson of Reick-McJunkin Dairy Co., who supplied a one-gallon package of Sealtest ice cream, and L. K. Koster of TWA, which transported the special package to Zurich where Young Lefes received it.

Ice cream for William Lefes is handed to TWA Hostess Miss LaCoq by (l to r) Ben Jones of dairy firm, Mr. Martz and Mr. Koster.

At Deadline...

SPORTS PICKUPS TELECAST IN COLOR BY CBS

CBS COLOR demonstration concluded Friday morning for FCC with out-of-doors sports pickups. Many observers said they could follow ball in both baseball and football scenes despite intermittent showers. Remote pickup was staged in effort to prove results of Thursday's studio demonstration were generally obtainable for both types of programming (early story page 45).

Commissioners and others participating in color phase of TV hearing observed remote pickups via same receivers and equipment used at Hotel Carlton, Washington, Thursday, but with color camera at Woodrow Wilson High School stadium in northwest Washington for pickup of practice scrimmage. Camera fed via polyethylene cable to WOIC (TV) Washington for telecasting.

Forty-five-minute demonstration opened with introduction by Patty Painter, CBS color model, in green dress and yellow scarf. She presented and "interviewed" large collie dog and gray cat in response to earlier suggestion by Comr. George E. Sterling that dog chase cat across field to see if two might be distinguished. Color in closeups was good, observers noted, but darkened somewhat at distances of about 40 ft.

Throwing and batting practice pictures had no color breakup or fringing, some witnesses said, but on fast pitches from side view ordinary stroboscopic effect noted as on black-and-white. Most at front half of room claimed they could see baseball; those at rear could not.

Full view shots of football field showed fall foliage on background trees to advantage, observers said, and cars passing on street easily identified. Details of players limited, they noted. Similar jerseys of two teams hard to separate at times without close attention, some said, but had fair contrast other times. One team had orange shirts with blue numerals, other maroon with white.

Blue numbers on closeup shots appeared to bloom some because of contrast, witnesses said, just as sharp contrasts on monochrome. Action and ball could be followed easily on telephoto closeups and 225-ft. long shots, most in front of room said. No complaints heard of flicker and picture brightness said to be good. For long shots 90 mm lens used, close ups 9 in., both f.11.

WESTERN ELECTRIC REVISES EQUIPMENT ACTIVITIES

WESTERN ELECTRIC Co. announcing today (Monday) withdrawal from commercial activities in microphone, loudspeaker and disc reproducing equipment, according to Vice President Frederick R. Lack. By agreement, Altec Lansing Corp. to give uninterrupted service and maintenance of parts to all former WE users. Among reasons cited for WE withdrawal were growing requirements of Bell Telephone System and of armed forces for WE products.

Altec was founded in 1937 to carry on theatre-servicing activities of Electrical Research Products Inc., then WE subsididiary. Graybar Electric Co. to act as distributor for Altec as it has for WE on that type of equipment, which includes 109 reproducer series, 633 and 639 type microphones, and 728,755 and 757 type loudspeakers.

NAB-ASCAP TV GROUPS WORK ON LICENSE FORM

ATTORNEYS for TV broadcasters and ASCAP were still at work Friday on wording of blanket license form covering use of ASCAP music on television. Group was in almost continuous session last week, Thursday meeting running through night until 5 o'clock Friday morning. Meetings will continue this week. Meanwhile, opening meeting between ASCAP and per-program license committee postponed from this morning (Oct. 10) until week from today (Oct. 17).

Difficulty in completing blanket license form does not connote any major difference between ASCAP and broadcasters, Robert P. Myers, NBC assistant general attorney and chairman of NAB TV Music Committee, said Friday. Trouble, he said, comes from need of considering all types of ASCAP writer and publisher members and various types of TV broadcasters, which makes it no easy task for lawyers "to find ways to express what we mutually understand to be the deal."

DE FORREST TO APPEAR AT FCC COLOR HEARING

DR. LEE DE FORREST, vacuum tube inventor and radio pioneer, and U. A. Sanabria, his associate, granted permission by FCC Friday to testify in color phase of current TV hearing (story page 45). Dr. De Forrest and Mr. Sanabria to testify "regarding trained technicians and engineer requirements with other factors which may influence decision on color."

Mr. Sanabria was termed "inventor of the interlaced scanning system which is the standard and also the intermittent scanning system which is now proposed by RCA for color." Pair are to appear on behalf of American Television Inc., "a large manufacturer of television picture tubes and owner of American Television Institute of Technology." Two experts have supervised training of "nearly 30,000 television men and perhaps a majority of both transmitter and receiver technicians through the country and may give very interesting comments in the interest of the industry," telegram to FCC said.

MBS BUDGET APPROVED

MBS board meeting last Thursday and Friday approved President Frank White's program and operational budget for 1950. Present at meeting were: Theodore C. Streibert, WOR New York; T. F. O'Neil, Yankee Network; Mr. White; Benedict Gimbel, WIP Philadelphia; Elbert M. Antrim, board secretary; J. E. Campeau, CKLW Detroit; Frank P. Schreiber, WGN Chicago; H. K. Carpenter, WHK Cleveland; J. R. Poppele, WOR New York; Linus Travers, Yankee Network; Lewis Allen Weiss, Don Lee Network; Willet H. Brown, Don Lee Network.

LUTZ HEADS KTSA

CHARLES D. LUTZ, general manager of Express Publishing Co.'s KYFM (FM) San Antonio, named general manager KTSA San Antonio under new ownership by publishing firm [BROADCASTING, Sept. 26; also see story page 44]. KYFM call letters changed to KTSA-FM and KTSA's earlier FM permit returned to FCC.

TV FILM MUSIC FEES MAY COME FROM STATIONS

INDIVIDUAL television stations and not [illegible] producers, packagers and networks may [illegible] brunt of paying for video film using [illegible] musicians.

That became known following meeting[s] New York between James C. Petrillo, presi[dent] of American Federation of Musicians, [and] industry officials on Wednesday. The A[FM] head met with networks representatives as [well] as film producers, independent TV packag[ers] and agency heads on Thursday.

It was said that payment by TV stat[ions] might be based on as yet undesignated [per]centage of time changes and payments th[em]selves probably would go to fund simila[r] trust funds set up in case of recordings [or] transcriptions.

Presumably, scales now obtaining in ma[jor] films would not be materially changed, ma[jor] changes being the payments by stati[ons]. Meetings did not produce any definite [pro]posals by either side. Definite proposals [are] pected to come out of current meetings [of] AFM executive board.

WKLA LUDINGTON SOLD

WKLA Ludington, Mich., sold for $50,00[0] Simon Oppenhuizen, owner of WFUR Gr[and] Rapids. Station founded in 1944 by Karl [and] Grant Ashbacker, operating with 250 w. [It] is ABC affiliate. Application for transfer [of] control being prepared for FCC approv[al]. Transaction handled by Harold R. Murp[hy] Chicago office of Blackburn-Hamilton [&] media brokers.

Closed Circuit

(Continued from page 4)

houses in such places as Las Vegas w[ere] being broadcast. All's mum at this writ[ing] on Washington front but repercussions [are] indicated.

WALTHAM WATCH Co., through Hirsh[on] Garfield, New York, about to sign contract [for] network show.

RUTHRAUFF & RYAN preparing two-h[our] television show on Thanksgiving for un[di]closed sponsorship.

MASON CANDY, New York, through [its] agency, Moore & Hamm, will sponsor netw[ork] children's television show. Program and n[et]work will be announced early this week.

FIRST BMB survey of FM station coverag[e] may soon be upcoming. Dozen FM stati[on] owners in Mississippi Valley area have d[is]cussed with Acting BMB President Kenne[th] H. Baker special project to extend in 500-m[ile] area in Mississippi Valley. Cost estimat[ed] as between $1,000 and $2,000.

PFEIFFER BREWING Co., Detroit, contem[-]plating series of quarter-hour transcribe[d] dramatic news shows to be aired weekly [in] several regional markets. Agency, Maxon In[c.] Detroit.

NEXT MAIN order of business at FCC will [be] evolvement of functional realignment of the agency in general accord with principles [of] now moribund MacFarland Bill (S1973). Chairman Wayne Coy now is among those desirous of effecting realignment. Once TV allocations problem is out of way, it's expected FCC will delve into new plan.

KMBC KFRM

HEART BEATS

Kansas City, Missouri — *from the Heart of America* — Early Fall, 1949

KMBC-KFRM SERVES 3,970,100* AREA RESIDENTS

Satisfied Sponsors Are Renewing "The KMBC-KFRM Team" Features

Best proof of any broadcaster's effectiveness in the market served is renewal of contracts by sponsors who are pleased with the results of their program.

The KMBC-KFRM Team, serving Kansas City's vast Primary Trade area, has had numerous renewals by satisfied sponsors since KFRM went on the air December 7, 1947. Among these enthusiastic users of "The Team" are advertisers that sponsor several types of programs.

Farm Director Phil Evans presents the Grain, Produce and Poultry markets each week-day at 12:50 p.m., sponsored by Peppard Seed Company. Peppard has again renewed this important daily trade area program, this time for another year!

Western Mercantile Company recently renewed for a second year their Livestock Marketcasts with Bob Riley. Of vital importance to growers, feeders and all involved in livestock marketing, these Marketcasts are presented each week-day at 12:30 p. m. direct from the Kansas City Stockyards.

Brush Creek Follies, the Heart of America's biggest radio-stage hit, on the air for an hour and a quarter every Saturday night on KMBC (Sunday afternoons on KFRM) is a sell-out to advertisers and to the thousands who attend the show every Saturday night! Summer sponsors of The Follies included Franklin Ice Cream Company, Richmade Margarine and Rodeo Meat products. Newcomers to Brush Creek Follies are Spear Brand Feeds and Butter Nut Coffee, who snapped up the two remaining quarter hours of this great hit show!

General Electric Radio Dealers will again sponsor Sam Molen's play-by-play description of eleven "Big 7" Highlight Football games on The KMBC-KFRM Team this fall.

With The KMBC-KFRM Team's complete, economical and effective coverage of the vast Kansas City Primary Trade area, plus top listener preference, and with satisfied sponsors renewing "Team" features, it's no wonder we're proud of the fact that The Team's audience in Kansas City's Primary Trade area is outstandingly first!

OVER A MILLION RADIO FAMILIES IN "TEAM" PRIMARY COVERAGE AREA

In serving Kansas City's vast Primary Trade territory, The KMBC-KFRM Team provides a clear, strong signal to over Four Million potential listeners! Latest population figures reveal 3,970,100 * people living within the primary (half-millivolt) coverage area of The Team. An estimated Quarter-Million people outside the half-millivot area can also hear KMBC or KFRM clearly!

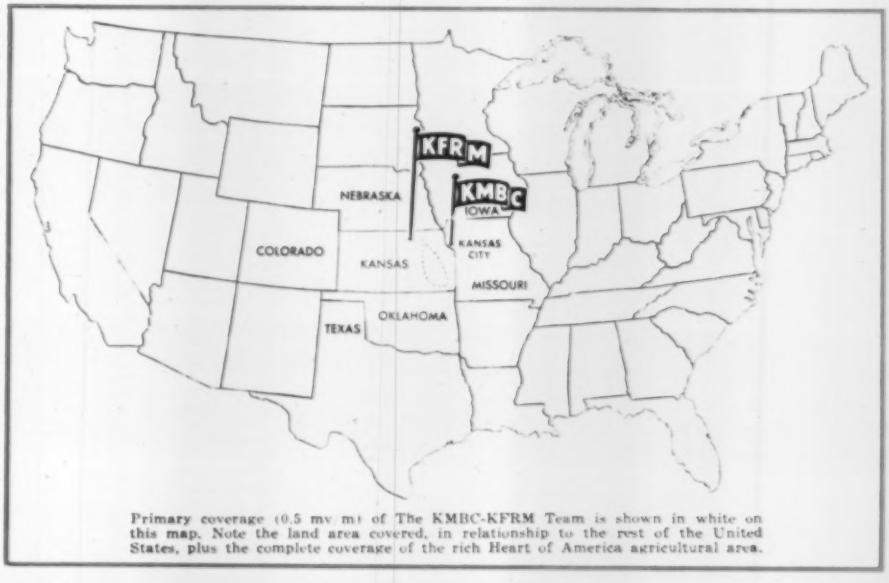
The KMBC-KFRM Team transmitting stations were specially designed to provide radio service throughout Kansas City's Primary Trade area, including western Missouri, all of Kansas, and portions of the adjoining states of Oklahoma, Texas, Colorado, Nebraska and Iowa.

These same population figures show that there are 1,159,740 * radio families within the Team's half-millivolt coverage area, living in 202 counties in the states named above.

In providing radio service direct from Kansas City, The Team reaches the $4,739,317,000 area market, which for years has regarded Kansas City as its trade capital. This much needed radio broadcasting service provided by "The Team" includes livestock and grain reports, plus other informational farm features, newscasts, women's programs, also weather broadcasts, as well as outstanding educational and entertainment features.

As an advertiser you're interested in this rich agricultural Heart of America. To get the most effective, complete and economical coverage, plus top listener affection, choose The KMBC-KFRM Team!

* Sales Management, Survey of Buying Power, 1949.



Primary coverage (0.5 mv m) of The KMBC-KFRM Team is shown in white on this map. Note the land area covered, in relationship to the rest of the United States, plus the complete coverage of the rich Heart of America agricultural area.